BROADCASTING

combined with

Broadcast Advertising

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Vol. 6 No. 7

WASHINGTON, D. C.
APRIL 1, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

Our hat is off! to NBC

World Broadcasting System hails N B C's entrance into the field of complete electrical transcription service. World has pioneered in developing such a service. For years its leadership in this field has been recognized. This includes the programming, recording and placing of electrical transcriptions. *Moreover*, in cooperation with Bell Laboratories, World has worked for the perfection of the new Western Electric Wide Range Recording (Vertical). The result is the highest standard of program quality combined with the most flexible and efficient medium for radio advertising.

WORLD BROADCASTING SYSTEM INC.

TRADE MARK REG. U.S. PAT. OFF.

WORLD BROADCASTING SYSTEM, INC.

50 West 57th Street, New York, N. Y.

Offices and Recording Studios at: 400 W. Madison St., Chicago, Ill., 1040 North Las Palmas Ave., Hollywood, Cal.

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee

WORLD BROADCASTING SYSTEM IS HEADQUARTERS FOR ELECTRICAL TRANSCRIPTIONS

is a lot of mail!

And it takes *real* programs to get that many black-on-white responses . . . *in one month!*

Vitally alive and keenly interested—WSM's listening audience tunes in WSM's 50,000 watt signal, knowing full well that this twist of the dial is going to bring full enjoyment, exceptional programs.

They prove their interest month in and month out, by writing to our sponsors and to us . . . and by quick-action, over-the-counter sales.

Use this great station—WSM. You get wide national coverage, and pay only for the South, the nation's leader in Recovery.

A smart buy!

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO., INC.
NASHVILLE, TENNESSEE

Exclusive National Representatives
EDWARD PETRY & COMPANY, INC.
NEW YORK — CHICAGO
SAN FRANCISCO — DETROIT

Are you talking on a *dead wire?*

FIFTY THOUSAND radio set owners in Greater Milwaukee are responsible for destroying some pet theories and hurting the feelings of a lot of radio advertisers--and a few radio stations, too.

According to these set owners, a number of advertisers might as well be broadcasting from the Zulu Islands or talking to a dead microphone so far as this community is concerned.

Many of these "should-be" listeners simply won't stay home during certain of the best broadcasting hours. Thousands of them also refuse to turn their dials to some stations which claim thorough coverage here. And despite the illustrious talent on your program, it's largely wasted on the ozone so far as Milwaukee is concerned, unless you put it on the right station at the right time.

We were somewhat embarrassed to learn how little a few of our own efforts were appreciated in this market--but we asked for the straight dope and we got it. In fact, we believe the information obtained from fifty thousands interviews has enabled us to compile the most complete and reliable survey of listening habits ever published.

"Listening Habits in Greater Milwaukee" will tell you more accurately than you ever knew before, how many listeners you can expect for different types of programs any hour of any day in the week from broadcasts over any station heard in this area. Copies of this sixty-page book are available without charge to sales and advertising executives.

MEMBER OF NBC NETWORK

WTMJ

WISCONSIN'S FAVORITE STATION

THE MILWAUKEE JOURNAL STATION

National Representatives . . . . . EDWARD PETRY & COMPANY, Inc.

NEW YORK — CHICAGO — DETROIT — SAN FRANCISCO

"I'm always glad to do business with a Free & Sleininger Station"

M. H. Peterson
Manager of Radio Department
Blackett-Sample-Hummert, Inc.

	Population of Primary Daytime Coverage Area
WOC-WHO DES MOINES *NBC Basic Red Network*	4,389,108
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828
WHK CLEVELAND *CBS Basic Network*	2,069,345
WIND GARY—WJJD CHICAGO *(WIND) CBS Supplementary Group*	5,837,199
***WBNS COLUMBUS** *CBS Basic Supplementary Group*	714,732
WDAY FARGO *NBC Northwestern Group*	785,854
WHB KANSAS CITY *"Dominant Daytime Station in K. C."*	2,322,934
KFAB LINCOLN *CBS Northwestern Group*	2,522,075
WAVE LOUISVILLE *NBC Southcentral Group*	925,717
***KSTP MINNEAPOLIS-ST. PAUL** *NBC Northwestern Group*	1,142,093
KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985
WMBD PEORIA *CBS Basic Supplementary Group*	464,352
***WCAE PITTSBURGH** *NBC Basic Red Network*	3,298,999
***CKLW WINDSOR** *(Detroit Trading Area)* *CBS Basic Network*	4,372,000

*Represented in Chicago and Middle West Territory only.

AMONG the country's largest advertising agencies, Blackett-Sample-Hummert, Inc., has had flattering success with radio programs. Its radio department has directed many of the outstanding campaigns on the air and the agency has purchased upward of $4,000,000 worth of time during the past year. We accept as a distinct compliment, then, Mr. Petersen's expression of complete satisfaction in working through us with these important radio stations.

Mr. Petersen is not easy to please. He demands a lot of service for clients of Blackett-Sample-Hummert. But the assistance we so often have been able to give him is only typical of the service we are ready and eager to give advertisers and their agencies throughout the eastern and middle western territories.

We know our markets intimately. We have had broad experience with varied types of programs. We are daily informed of the best available time and talent on our stations. This information and experience we bring you on an instant's notice without obligation.

You can always choose a Free & Sleininger station with confidence.

FREE & SLEININGER, *Inc.*

RADIO STATION REPRESENTATIVES

NEW YORK
Chrysler Building
Murray Hill 2-3030

CHICAGO
180 N. Michigan Ave.
Franklin 6373

Published semi-monthly by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under Act of March 3, 1879.

BROADCASTING
and
Broadcast Advertising

Vol. 6 No. 7 WASHINGTON, D. C. APRIL 1, 1934 $3.00 PER YEAR—15c A COPY

NRA Asks 30-Hour Week, 10% Wage Boost

By SOL TAISHOFF

Broadcasting Industry Startled By Rosenblatt Suggestion; Ruin for Smaller Stations, Handicap to Others Seen

A VIRTUAL "command" by NRA that the broadcasting industry adopt a substantially shorter work week together with a 10 per cent blanket increase in wages for all employes has been sent to the Code Authority for the broadcasting industry at the instance of NRA Division Administrator Sol A. Rosenblatt.

Roughly, if these demands were complied with, there would be saddled upon all stations a 25 per cent personnel increase and an annual pay roll boost of nearly $3,000,000. That such a load would prove ruinous to a majority of independent stations and wreak untold hardship within the industry is obvious, particularly since the industry has just passed through a period of economic readjustment occasioned by depressed business along with the substantial increase in pay roll and employment necessitated by the code which became effective last December.

Takes Industry Unawares

THE ROSENBLATT "suggestion" came like a bolt out of the blue to James W. Baldwin, executive officer of the Code Authority, and to the industry. There had been no indication that any additional demands would be made of broadcasting stations, which organized their Code Authority and began to function under the Blue Eagle well in advance of most industries. Moreover, within the last few months, stations have added nearly 1,000 employes, or about 6½ per cent, and boosted pay rolls by about $1,000,000 for a gain of nearly 5 per cent to conform with the industry code requirements.

The letter to Mr. Baldwin bore the signature of William P. Farnsworth, deputy administrator in direct charge of the broadcasting code and one of the three government members of the Code Authority.

Text of Letter

DATED March 21, the letter reads:

Division Administrator Rosenblatt requests that the Code Authority appoint a committee and report back at the earliest possible moment with respect to the adoption of a shorter work week.

Where the industry is now on a forty (40) hour week, the reduction to thirty (30) hours with a ten (10) per cent increase in wages is recommended for your consideration, and where more than forty (40) hours have been granted, the reduction to thirty-six (36) hours with a ten (10) per cent increase in wages is recommended.

MR. ROSENBLATT

Presumably, the idea for the wage and employment increase sprang from the suggestion made by President Roosevelt at the general conference of code authorities last month that industries increase wages 10 per cent and reduce hours of work by a similar percentage as a means of quickly absorbing unemployment and of restoring purchasing power. Insofar as the broadcasting industry is concerned, however, both wages and labor are above the 1931 peak and appreciably higher than in 1929 when other industries were operating at highest wage and labor scales. The same suggestions were made by Mr. Rosenblatt to other code authorities under his jurisdiction.

No Unemployed Technicians

IN THE only broadcasting group in which a survey has been made—among broadcast technicians—it has been disclosed that virtually no unemployment exists; that from July 1, 1933, to Dec. 16, 1933, employment among this group had increased 11.9 per cent; weekly hours of labor have been reduced 9.8 per cent and weekly pay rolls have increased 21.1 per cent. It is believed that a proportional increase in other employes has been effected during the same period.

If the character of wage and labor revision proposed by Division Administrator Rosenblatt is inflicted upon the industry, it would make mandatory immediate increases in network and station time rates. Otherwise the additional burden could not be borne, since most stations already have attempted to absorb increased operating overhead without rate increases and, in conformity with the trade practice provisions of the code, have filed with the Code Authority all present rate schedules.

Baldwin "Dumbfounded"

SUCH AN enforced rate increase naturally would retard broadcasting development and impose hardships upon present users of the air as an advertising medium. Rather than spur industrial recovery—the aim of the administration's program—it would prove a deterrent, it is pointed out, and eventually might result in wholesale release of employes not only in radio but in industries with which the stations do business.

When asked regarding the NRA letter, Mr. Baldwin asserted he had not yet had opportunity to take it up with his board. The communication, he said, came as a total surprise, and "dumbfounded" him, since NRA had expressed naught but commendation for the expeditious manner in which the broadcasting industry had responded to the recovery drive—by increasing wages, hiring new employes and cooperating with NRA.

"To me, as executive officer of the Code Authority," Mr. Baldwin declared, "it appears that the NRA request is inequitable, impracticable and would prove disastrous to a large segment of the broadcasting industry, because of the working conditions and wage scales peculiar to our industry.

"As I see it, there could only be two results if the new demands are made operative. First, it would utterly destroy small broadcasting enterprises which under no circumstances could carry the load. Second, it would deny to the larger broadcasting enterprises any right to create any surplus without which the whole industry would collapse in the event of a repetition of the 1929 situation, when all business suffered as a result of the economic depression and was forced to fall upon reserves."

Cites Business Restrictions

MR. BALDWIN pointed out, moreover, that the broadcasting industry, despite an apparently booming business now, has suffered an abnormal shrinkage of accounts which normally would be on the air except for the business inhibitions contained the retail code and in other commodity codes. In addition, he said, the rigid trade practice provisions of the broadcasting code have forced stations to reject accounts which they otherwise would have accepted. In other words, but for these restrictions and prohibitions, broadcasting stations would be handling considerably more business than at present.

That the broadcasting industry, through the NAB as well as the Code Authority, will vigorously resist the Rosenblatt proposal goes without saying. The Code Authority itself has not yet scheduled another meeting. John Shepard, III, president of the Yankee Network and chairman of the Code Authority, probably will await further word from Mr. Baldwin before announcing his procedure.

Public Hearing Possible

IT IS possible that this matter, because of its importance, will be discussed at another public hearing before NRA. Tentative plans already had been made for a public hearing in connection with the broadcast technicians report, the first part of which was submitted to NRA March 12. This report was based on a clause in the code instructing the Code Authority to ascertain whether the 48-hour week works any undue hardship upon broadcast technicians. Since Mr. Rosenblatt's letter suggests a 36-hour week in lieu of a 48-hour week for this class of employe (and a 10 per cent wage boost) it naturally becomes a vital part of the subject matter of that hearing.

No absolutely accurate figures are available as to total employment or payrolls of the broadcasting industry. Last August, however, when the NAB submitted the proposed code of fair competition to NRA, statistical information gathered through questionnaires from a majority of the stations disclosed that there were approximately 11,000 employes in the in-

dustry as of July, 1933, of which 9,200 were employed by individual stations and the remaining 1,800 by the two nation-wide networks. Total payrolls, roughly, were estimated at $20,900,000, of which individual stations paid $16,800,000.

In the same statistical statement it was estimated that compliance with the code would necessitate an addition of some 750 to 800 employes and increase payrolls by $1,000,000 to a total of nearly 12,000 employes and approximately $21,000,000 in payrolls.

Big Payroll Boost Seen

ON THIS BASIS, it is estimated, the Rosenblatt proposal for a 25 per cent increase in employment would mean an increase of some 3,000 employes to a total of 15,000, exclusive of artists and performers not on regular payrolls. In addition to the blanket payroll increase of 10 per cent, or about $2,100,000 of present estimated salary disbursements, the additional employes would account for perhaps another $600,000 on the same basis of reckoning. Thus, the total payroll would be sent soaring to nearly $24,000,000 a year.

Meanwhile, on other phases of Code Authority activity, work is progressing favorably, according to Mr. Baldwin. Following a warning by Deputy Administrator Farnsworth to some 71 stations which had failed to file rate cards with the Code Authority to comply with the order or face the consequences, all except "a handful" have responded.

Mr. Baldwin, pursuant to the action of the Code Authority at its meetings last month, is drafting questionnaires relating both to the status of the radio artist and performer and with regard to free admissions of audiences to radio studios. These will be sent to all stations shortly and will be the basis of further deliberations with NRA and with the code authorities for the legitimate theater and motion picture industries and the Actors Equity Association.

Lucky Strike Plans

AMERICAN TOBACCO Co. will sponsor the post-season gala performance in the Metropolitan Opera House, New York, Saturday, April 14, for Lucky Strike cigarettes, thereby postponing for an additional week the end of the present NBC series. The April 7 broadcast will be from Boston. At the time of going to press no definite information was available regarding time for the new variety program series contemplated for Lucky Strike on NBC for which Al Goodman's orchestra and several soloists have been auditioned. Clearing time is still a problem.

Absorbine, Jr., Tests

A CURRENT series of 15-minute programs on WOR, Newark, Sundays to Thursdays inclusive, 9:30 p. m., presenting Harry Balkin, is a test campaign by W. F. Young Co., Inc., Springfield, Mass. (Absorbine, Jr.) to measure the public response to the "character analysis" series. Balkin has been employed by the personnel departments of large corporations to train salesmen and other employes by psychological methods. If the series, which began March 18, proves successful, network time probably will be taken for the program.

Kaufman Named Hearst Station Official; New WCAE Chief Is Weston

Mr. Kaufman

JESSE L. KAUFMAN, general manager of WCAE, Pittsburgh, has been appointed to an executive post in the radio division of the Hearst Enterprises, with headquarters in New York. He is succeeded at WCAE by Frederick A. Weston, advertising director of the *Pittsburg Sun-Telegraph*, which operates the station.

Mr. Kaufman entered radio in 1928, coming from newspaper ranks. His first assignment was as commercial manager of WCAE. In 1929 he became general manager of the station and is credited with much of the success that station has achieved. He will move his family to New York. Hearst Enterprises now operates five stations which, in addition to WCAE, are WINS, New York; WISN, Milwaukee; KYW, Chicago (under lease) and KYA, San Francisco. In addition it has an option to purchase KTM and KELW, Los Angeles time-sharing stations.

Mr. Kaufman's promotion became effective March 26.

Hearst Operating KYA

DEDICATED the evening of March 14, the sixth radio station to be purchased or leased by Hearst, KYA, went on the air from new studios in the Hearst Building in San Francisco. The station was recently acquired from the NBC, which had taken it over from the old American Broadcasting Co. (Linden) network. It is being operated as an adjunct of Hearst's *San Francisco Examiner*. Edward McCallum, manager under the NBC regime, continues as manager with most of his old staff. Officers of the holding corporation, the Pacific Broadcasting Co., Ltd., are George Hearst, president; B. B. Meek, vice president; A. M. Flood, secretary-treasurer; and Emil J. Gough, general manager.

CBS Ends Commissions To All Special Agencies

BRINGING stations in which CBS has an ownership interest more directly under the control of the network headquarters, Radio Sales, Inc., CBS spot time subsidiary, will cease on May 24 to recognize contracts between such stations and all special agencies, time brokers or general station representatives. Radio Sales also will cease to allow commissions to such agencies.

Stations affected are WBBM, Chicago; WCCO, Minneapolis; KMOX, St. Louis; WJSV, Washington; WBT, Charlotte; WKRC, Cincinnati, and WPG, Atlantic City. Present contracts with agencies, time brokers or general station representatives, or with advertising agencies in which one or more of these are recognized, will be continued on their present terms to their expiration dates. No new contracts will recognize these representatives, however, and neither will renewals.

BULLETIN

THE RADIO COMMISSION was notified March 29 by Donald D. Davis, manager of WHB, Kansas City, that operators of that station walked out following rejection of their demand for a minimum wage of $40 per week and a 36-hour week. The station was off the air from 10:30 a. m. to 5:30 p. m., the long silence having been caused by the condition of the transmitting equipment, which, it is alleged, was tampered with and damaged.

The strike, it is reported, was called after T. R. McLean, labor organizer of the International Brotherhood of Electrical Workers, said to have been responsible for considerable recent radio labor agitation, arrived in Kansas City the preceding evening. He is reported to have urged the labor demands. Although details were lacking as BROADCASTING went to press, it is indicated that charges will be preferred against the strikers. Action before the Commission may involve the licenses of the striking technicians.

Commercial of 13 Hours Carried on Don Lee Net To Introduce Mobilgas

TITLED the "Biggest Show in History," what is believed to be the longest sponsored program on record was staged over the CBS-Don Lee network on the Pacific coast March 24 by General Petroleum Corp. of California, Los Angles. The 13-hour program, all of which was sponsored, started at 7.30 a. m., PST, and continued until midnight, with interruptions only to accommodate previously contracted programs from the east.

The purpose of the 13-hour broadcast was to introduce a new product, Mobilgas, in a spectacular way. Every effort was made to break away from the formal and staid commercial announcements, however.

Promotion of the broadcast included extensive newspaper and dealer tie-ins. Full-page color advertisements were used in the press, and posters were placed in 2,500 dealers' stations, which in turn distributed 500,000 circulars.

Program was carried over 12 stations of CBS-Don Lee network. Time on four of the stations was but 11¼ hours but was 13 hours on all eight of the Don Lee stations.

Most of the show originated in the studios of KHJ, Los Angeles, but other Don Lee units contributed, the huge radio spectacle utilizing a combined cast of 400. Smith & Drum, Los Angeles, is the company's agency.

Politicians Owe Networks

STILL OWING the radio networks by the Democratic National Committee from the 1932 presidential campaign, is the sum of $155,211, according to the fiscal report filed with the Clerk of the House of Representatives March 19 in conformity with the Corrupt Practices act. Of this sum, $107,571 is due NBC and $47,640 is due CBS. The Republican National Committee's report states simply that $111,536.03 is owed for "radio and other expenses," but gives no breakdown.

Kobak in Charge Of All NBC Sales

Former McGraw-Hill Manager Succeeds McClelland

Mr. Kobak

EDGAR KOBAK, who recently resigned as vice president and general sales manager of the McGraw-Hill Publishing Co., on March 16 was elected NBC vice president in charge of sales at a meeting of the NBC board of directors. He succeeds George F. McClelland, former NBC general manager, who later was sales vice president and who resigned some months ago to undertake a new network project. Roy C. Witmer continues as vice president in charge of eastern sales.

According to the announcement of the appointment made by Col. Richard C. Patterson, Jr., NBC executive vice president, Mr. Kobak will head the company's entire sales organization, with the New York, Chicago and San Francisco divisions reporting to him. In charge of these offices are, respectively: Mr. Witmer, eastern sales vice president; central—P. G. Parker, sales manager; K. Carpenter, network sales manager; J. E. Showerman, network sales service manager; western—H. F. Anderson, sales manager, and G. Ticer, network sales service manager.

A widely known figure in the advertising world, Mr. Kobak is president of the Advertising Federation of America and chairman of the Advertising Review Committee, composed of leading national advertisers, publishers and advertising agencies. He has been an outstanding figure in the fields of publishing and advertising for a long time. He took an electrical engineering course at Georgia Tech and after leaving school served for five years in electrical engineering worked with the Georgia Power Co. Then he joined the McGraw-Hill organization. In addition to executive service during the last few years, he has served in its circulation, editorial, advertising, sales and general publishing departments.

New Chesterfield Series

WITH THE CLOSE of its nightly 15-minute Philadelphia Orchestra programs conducted by Leopold Stokowski, Liggett & Myers Tobacco Co. on April 2 starts a new tri-weekly series featuring American songs on 66 CBS stations, coast to coast and relayed to Honolulu, Mondays, Wednesdays and Saturdays, 9-9:30 p. m. Featuring Andre Kostelantez's orchestra and chorus in each program, the Chesterfield sponsor will present Rosa Ponselle on Mondays, Nini Martini on Wednesdays and Grete Stueckgold on Saturdays. The first Wednesday Grete Stueckgold will take Martini's spot and Martini will sing on Saturday, but they go on the regular schedule the second week. Newell-Emmett Co., New York, handles the account.

Fight on Food-Drugs Bill Seen in Senate

NAB Still Dissatisfied With Measure After Fourth Revision; Commerce Committee Accepts Some Amendments

DESPITE a fourth revision by the Senate Commerce Committee, the Tugwell-Copeland bill (S. 2800) to regulate the sale and advertising of foods, drugs, and cosmetics seems headed for a strenuous legislative fight in the Senate, where the measure now awaits consideration.

Although the bill was reported favorably to the Senate March 15, after the committee had toned down some of the provisions objectionable both to advertising media and manufacturers, signs nevertheless are plentiful that the industries most vitally affected will exert every effort to have the measure clarified and to remove detrimental features.

NAB Urges Changes

THAT the broadcasting industry will oppose the bill in its present form was made clear when Philip G. Loucks, NAB managing director, on March 22 sent to all members of that trade association a pamphlet outlining the NAB position and suggesting amendments to the measure as reported. Drug and proprietary groups also are opposing certain provisions of the bill, with the consequence that considerable doubt exists about its passage at this session.

Insofar as broadcasting is concerned, the measure still contains several provisions that can only be regarded as discriminatory, since they place radio advertising in a doubtful position. It is because of these provisions that Mr. Loucks wrote stations urging them to do their utmost to see that these shortcomings are rectified, through contact with their Senators. Unless all of the suggested amendments are adopted, he pointed out, "this bill will prove harmful to legitimate broadcast advertising."

Broadcasters, Mr. Loucks said, have never opposed the food and drugs legislation in principle, but have strongly objected to certain specific features. He pointed out that the Tugwell-Copeland bill has been much improved since it was introduced last fall but that it needs further revision.

Proposed Amendments

THE AMENDMENTS suggested by the NAB included all those upon which the committee did not act following the hearings held from Feb. 27 to March 3 and proposed by the trade association in a brief filed by Henry A. Bellows, CBS vice president and chairman of the NAB legislative committee. The major protest was directed against an entirely new provision in the dealer section of the bill specifying that no retail dealer shall be prosecuted for the dissemination, other than by radio broadcast, of any advertisement offering for sale any product not distributed or sold in interstate commerce.

Senator Copeland (Dem.), of New York, author of the revised measure, said the provision is not intended to discriminate against radio but is designed simply to protect small newspapers carrying advertising of local manufacturers engaged only in intrastate business, while the newspaper itself might have interstate circulation. In committee, the NAB's opposition was of no avail, and the provision was retained in the bill as reported to the Senate.

Mr. Bellows held that this provision apparently has as its sole purpose discrimination among advertising media. "The principle underlying such discrimination, which is in effect a deliberate effort to dictate to advertisers what media they shall use," he said, "is utterly foreign to all established legislation."

Raps Drug Definition

OBJECTION also was voiced to the provision which defines an advertisement of a drug as false if it contains the name of any disease for which it is not a specific cure but is a palliative and fails to contain a "plain and conspicuous statement, so placed as to be readily observable where such name occurs, indicating that the drug is a palliative and the nature of the palliative action."

The NAB points out that the provision apparently includes oral or broadcast advertising but that it is absolutely impossible to apply to such advertising the provision in the clause "so placed as to be readily observable where such names occur." In other words, in its broadest sense, this provision might tend to disbar such advertising from the air since it is physically impossible to comply with the proviso for what amounts to mandatory use of display type.

In connection with the same provision, it was pointed out that both popular and scientific opinions vary widely as to what is actually a cure and what is a palliative. The phrase "and the nature of its palliative action," the NAB statement contended, appears to present a condition with which it is impossible to comply. "Such a statement would, in effect, require every advertisement of a 'palliative' to include an essay or technical treatise on the manner in which the drug in question affects the system. Such a treatise may be possible on a label, though even there it seems difficult, but how is it to be included on a sign-board or in a radio announcement?"

Some Changes Accepted

SUGGESTION also is made for amendment of the administration provisions of the bill, relating to prosecutions of alleged violations of advertising provisions by local authorities, so that an apparent discrepancy in drafting in the penal provisions of the bill may be cleared up.

A number of changes were made by the Commerce Committee in the redrafted measure, all of which followed suggestions of witnesses at the hearings held just a month ago. Immediately after reporting the bill March 15, Senator Copeland left Washington for a short vacation in Florida, but returned to his office March 26. There was no indication as to when the bill would be considered by the Senate, but its author said he preferred to give all parties interested in the measure ample opportunity to study it before calling for action. The bill has the endorsements of President Roosevelt and the Department of Agriculture, as well as the rather lukewarm support of Assistant Secretary of Agriculture Tugwell, who originally proposed a measure so drastic that every factor in the food, drug, cosmetic and advertising fields assailed it vehemently at the first hearings held last December. Prof. Tugwell still favors a measure which would place the sale and advertising of these commodities under virtually autocratic government control.

Perhaps the most important change in the measure as reported by the committee, from the viewpoint of advertising media, is in that provision defining the liability of the medium for false advertising. The original measure provided that no publisher, advertising agency or station would be deemed in violation of the proposed law by reason of the dissemination of any false advertisement if he provided the names and addresses of the persons disseminating the false advertisement.

Text of New Provisions

THE NEW provision places the responsibility directly upon the advertiser. It reads:

No publisher, radio broadcast licensee or other medium for the dissemination of advertising shall be deemed to have violated the provisions of paragraph (b) and (c) of this section by reason of the dissemination of any false advertisement, but the liability shall rest upon the manufacturer, packer, distributor or seller who caused the dissemination of such advertisement. Any publisher, radio broadcast licensee, or other agency or medium for the dissemination of advertising who, on reasonable request of the officer or employe duly designated by the Secretary, willfully refuses to furnish the name and post office address of the person who caused him to disseminate such advertisement shall be guilty of a misdemeanor and shall on conviction thereof be subject to the penalties prescribed in paragraph (b) of this section.

Section 15 of the bill, relating to investigations and institution of proceedings, was amended to provide that the Secretary of Agriculture, for the purposes of consultation in formulating general administrative policies for the enforcement of the act, be authorized to appoint an advisory committee from each of the groups involved, namely, the food industry, drug industry, cosmetic industry, disseminators of advertising and the public.

AFA Withdraws Opposition

THE LAW would become effective twelve months after enactment, instead of after the six-month period previously specified in the bill. The committee eliminated the clause which would have prohibited advertisements of drugs for self-medication for a list of 34 enumerated diseases—a provision which proprietary groups opposed from the start.

Of importance to all industries involved was the elimination of the provision in the regulatory section of the bill which would have made findings of fact by the Secretary conclusive if in accordance with the law. The bill also was revised so as to prevent multiplicity of suits against alleged violators.

The Advertising Federation of

(*Continued on page 43*)

POST CARD
Dear Don:
A big post card to congratulate you on a big program. 'Romantic Melodies' a worthy companion to 'Hand Holds' and 'First Nighter.' We join our listeners in saluting you and Campana.
L. B. Wilson
WCKY, Cincinnati
Don Ameche
% Campana
NBC Studios
Chicago, Ill.

DOING THE BIG JOB—As always, L. B. Wilson, president of WCKY, Cincinnati, does things in a big way. He was so impressed with Campagna's new D. D. D. program, "Romantic Melodies," that he decided to congratulate Don Ameche, master of ceremonies, by dispatching this 10-pound postcard to him. Katie Nelson, WCKY's Cinderella, is shown holding the postcard just before it started for Chicago.

60% of U. S. Homes Now Radio-Equipped

CBS Issues State-by-State Radio Census for Jan. 1, 1934; 1933 Sales Exceed Money Spent for Weeklies, Monthlies

ESTIMATED conservatively, the number of homes acquiring radios for the first time during 1933 totaled 1,138,600, bringing the total number of homes owning radios as of Jan. 1, 1934, to 17,948,162. This is 60 per cent of all the homes in the United States—three out of every five.

These figures, and others that tell an eloquent story of radio ownership and listenership in the United States, are revealed in *The Flood Hits the Spillways*, the 1934 sequel to the 1933 report *The Flood Hits the Valleys*, compiled by CBS under the direction of Paul Kesten, director of sales promotion. The figures are based on data gathered from 1,122 radio distributors and dealers in the 48 states, from the confidential records of 11 leading manufacturers of radio receiving sets and from the 1933 radio set sales figures gathered by the McGraw-Hill Publishing Co. for its magazine *Radio Retailing*.

Increase of Six Million

THUS, from a total of 12,048,762 radios counted in 40.3 per cent of American homes during the decennial census of population in 1930, the total has risen by nearly 6,000,000 to give the United States the world leadership not only in the total number of its homes having radios but in the percentage of radio-equipped homes.

The tables accompanying this article tell the story state-by-state, and the March 15 issue of BROADCASTING showed the state-by-state sales of radios during 1933 as compiled by CBS and *Radio Retailing*.

But the significant features of the 1934 count are best told by the maps on the next page. They show that the states shown to be lowest in the 1930 federal census have made the greatest increases since that time. At the same time they reveal also that where radio ownership was high in 1930, replacement sales have continued to be high and their audiences have held fast—indeed, have increased very satisfactorily.

Some 9,000,000 radios have been sold since the 1930 federal census, of which 3,806,000 were sold during 1933, the base figures gathered from those who make and distribute at least 90 per cent of all radios revealed. Not all of these, of course, went into homes which did not previously own radios. Indeed, the 1933 increase ran only 1,138,600 or 6.8 per cent, which was arrived at by subtracting the replacement and automobile radio sales from the total sales.

Spillways Grow Wetter

THE REMAINDER, as Mr. Kesten's able survey points out, "went down the spillways." The spillways of radio sales (in this hydraulic metaphor) represent the proportion of radio sales which went into radio homes as replacements of old sets or as an extra set in the home. In contrast with sales to non-radio homes, these spillway sales add nothing to the level of total radio ownership or to the reservoir of buying power which it represents. But they serve an equally important purpose.

"The trickle down the spillways began, of course, as soon as the first radio owners gave up their home-made sets and bought factory-built radios," states the CBS report. "Those were 'replacement sales'—but they formed a tiny fraction of the total. The fraction grew. By 1929, replacement sales represented one out of five of all radios sold, or 20 per cent. In 1930 it was 36 per cent. In 1931, 48 per cent. The higher the nation-wide reservoir of radio ownership rose, the wetter grew the spillways. In 1932, when radio ownership crossed the line of 15,000,000 homes, replacement sales crossed the line of 50 per cent of all sales. And in 1933 the spillways roared with nearly two-thirds (63.1 per cent) of the entire flood.

"Here, then, is the new trend in radio set distribution—of interest to radio advertisers in a new and vital way:

"Eighteen million homes now own radios, 60 per cent of all homes in the United States. That's almost 'enough' . . . thanks to the way they penetrate each income level. For those 18,000,000 radio homes are like a giant wedge driven through the nation's buying power—driven *down* from the top. The broad end of the wedge includes nearly 90 per cent of all homes in the lowest income levels. Thus these 18,000,000 homes contain almost the entire market for every commodity except the bare necessities of life. They include almost *all* the homes of any interest to manufacturers of packaged foods, of cosmetics, of most drugs, of motor cars, household appliances and every other relatively high-priced product.

Value of Replacements

"ANY NEW millions of homes added to these 18,000,000 must come almost entirely from the bottom of the economic scale. So from the advertisers' point of view, the 'spillways' become vitally important. Every replacement sale (every *new* set sold to *replace*

17,948,162 Radio Homes as of January 1, 1934

An Analysis, by States, of Total Radio Ownership, Showing Its Degree of Increase In the Months of 1933, and Its Accumulative Increase Since the 1930 Census

	Percent of Homes Owning Radios As of Census April 1930	Number of Homes Owning Radios As of Census April 1930	Number of New Radio Homes Apr. 1930 to Jan. 1, 1934	Percent Increase in Radio Homes Apr. 1930 to Jan. 1, 1934	Number of New Radio Homes Jan. 1933 to Jan. 1, 1934	Percent Increase in Radio Homes Jan. 1933 to Jan. 1, 1934	Total No. of Homes Owning Radios As of Jan. 1, 1934	Percent of Homes Owning Radios As of Jan. 1, 1934
Alabama	9.5%	56,235	57,800	102.8%	11,900	11.6%	114,035	19.3%
Arizona	18.1%	19,167	15,750	82.2%	2,650	8.2%	34,917	32.9%
Arkansas	9.1%	40,096	42,600	106.2%	7,300	9.7%	82,696	18.9%
California	52.0%	836,705	292,400	34.9%	61,400	5.8%	1,129,105	70.1%
Colorado	37.8%	100,959	63,600	63.0%	7,900	5.0%	164,559	61.6%
Connecticut	54.7%	212,779	94,150	44.2%	22,750	8.0%	306,929	79.0%
Delaware	45.9%	27,114	18,550	68.4%	2,250	5.2%	45,664	77.3%
Dist. of Col.	53.9%	67,640	51,100	75.5%	7,400	6.6%	118,740	94.6%
Florida	15.4%	58,128	93,200	160.3%	13,300	9.6%	151,328	40.2%
Georgia	9.9%	64,543	92,050	142.6%	25,650	19.6%	156,593	24.0%
Idaho	30.3%	32,772	17,200	52.5%	4,100	8.9%	49,972	46.3%
Illinois	55.6%	1,072,995	347,450	32.4%	60,450	4.4%	1,420,445	73.6%
Indiana	41.6%	351,090	158,100	45.0%	31,100	6.5%	509,190	60.4%
Iowa	48.5%	308,448	79,350	25.7%	16,350	4.4%	387,798	61.0%
Kansas	38.9%	189,398	61,450	32.4%	7,250	3.0%	250,848	51.5%
Kentucky	18.3%	111,217	76,600	68.9%	18,300	10.8%	187,817	30.8%
Louisiana	11.2%	54,135	98,200	181.4%	20,500	15.5%	152,335	31.4%
Maine	39.2%	77,618	41,650	53.7%	7,950	7.1%	119,268	60.3%
Maryland	42.9%	165,149	97,450	59.0%	24,450	10.3%	262,599	68.2%
Massachusetts	57.6%	588,552	256,000	43.5%	55,000	7.0%	844,552	82.7%
Michigan	50.6%	597,629	176,150	29.5%	37,150	5.0%	773,779	65.5%
Minnesota	47.3%	286,886	95,950	33.4%	18,250	5.0%	382,836	63.1%
Mississippi	5.4%	25,357	28,300	111.6%	6,200	13.1%	53,657	11.4%
Missouri	37.4%	351,298	251,400	71.6%	35,400	6.2%	602,698	64.2%
Montana	31.9%	43,442	21,700	50.0%	3,600	5.8%	65,142	47.8%
Nebraska	47.9%	164,159	47,800	29.1%	8,200	4.0%	211,959	61.8%
Nevada	30.6%	7,795	5,300	68.0%	1,000	8.3%	13,095	51.4%
New Hamp.	44.4%	53,022	27,450	51.8%	6,250	8.4%	80,472	67.4%
New Jersey	63.4%	624,865	233,500	37.4%	39,500	4.8%	858,365	87.1%
New Mexico	11.5%	11,348	8,750	77.1%	1,250	6.6%	20,098	20.4%
New York	57.9%	1,825,723	842,900	46.2%	167,900	6.7%	2,668,623	84.6%
N. Carolina	11.2%	72,059	78,250	108.6%	22,250	17.4%	150,309	23.3%
N. Dakota	40.9%	59,246	24,150	40.8%	3,650	4.6%	83,396	57.5%
Ohio	47.7%	809,142	390,250	48.2%	63,250	5.6%	1,199,392	70.6%
Oklahoma	21.6%	121,702	56,900	46.8%	8,500	5.0%	178,602	31.7%
Oregon	43.5%	115,948	56,200	48.5%	11,800	7.4%	172,148	64.6%
Pennsylvania	48.1%	1,075,127	597,350	55.6%	109,350	7.0%	1,672,477	74.8%
Rhode Island	57.1%	94,480	48,300	51.1%	7,000	5.2%	142,780	86.3%
S. Carolina	7.6%	27,889	37,700	135.2%	10,900	19.9%	65,589	17.9%
S. Dakota	44.2%	71,245	18,850	26.5%	2,350	2.7%	90,095	55.9%
Tennessee	14.3%	85,962	116,700	135.8%	18,900	10.3%	202,662	33.7%
Texas	18.6%	256,804	233,600	91.0%	55,600	12.8%	490,404	35.5%
Utah	41.1%	47,632	31,750	66.7%	7,650	10.7%	79,382	68.5%
Vermont	44.6%	39,783	16,700	42.0%	4,000	7.6%	56,483	63.3%
Virginia	18.2%	96,307	111,200	115.5%	24,200	13.2%	207,507	39.2%
Washington	42.3%	179,493	86,100	48.0%	16,200	6.5%	265,593	62.7%
W. Virginia	23.3%	87,042	79,650	91.5%	12,450	8.1%	166,692	44.6%
Wisconsin	51.0%	363,265	114,050	31.4%	26,250	5.8%	477,315	67.0%
Wyoming	34.1%	19,372	7,850	40.4%	1,650	6.5%	27,222	47.9%
TOTAL	40.3%	12,048,762	5,899,400	49.0%	1,138,600	6.8%	17,948,162	60.0%

HOW AND WHERE THE FLOOD HAS HIT THE VALLEYS

The lower radio ownership was in 1930—the more it has increased since then. The higher it was—the less it has increased—by states and groups of states

FIRST GROUP • 10 STATES
where radio ownership was lowest in April 1930
13.7% INCREASE IN RADIO OWNERSHIP IN THE TWELVE MONTHS OF 1933
131.8% INCREASE IN RADIO OWNERSHIP FROM APRIL 1930 TO JANUARY 1934

ALABAMA
ARKANSAS
FLORIDA
GEORGIA
LOUISIANA
MISSISSIPPI
NEW MEXICO
NO. CAROLINA
SO. CAROLINA
TENNESSEE

SECOND GROUP • 10 STATES
where ownership was "below average" in April 1930
10.2% INCREASE IN RADIO OWNERSHIP IN THE TWELVE MONTHS OF 1933
78.6% INCREASE IN RADIO OWNERSHIP FROM APRIL 1930 TO JANUARY 1934

ARIZONA
IDAHO
KENTUCKY
MONTANA
NEVADA
OKLAHOMA
TEXAS
VIRGINIA
WEST VIRGINIA
WYOMING

MIDDLE GROUP • 8 STATES
where radio ownership was "average" in April 1930
6.0% INCREASE IN RADIO OWNERSHIP IN THE TWELVE MONTHS OF 1933
52.9% INCREASE IN RADIO OWNERSHIP FROM APRIL 1930 TO JANUARY 1934

COLORADO
INDIANA
KANSAS
MAINE
MISSOURI
NO. DAKOTA
UTAH
WASHINGTON

FOURTH GROUP • 10 STATES
where radio ownership was above average, April 1930
6.4% INCREASE IN RADIO OWNERSHIP IN THE TWELVE MONTHS OF 1933
49.3% INCREASE IN RADIO OWNERSHIP FROM APRIL 1930 TO JANUARY 1934
*Includes Washington, D. C.

DELAWARE
MARYLAND*
MINNESOTA
NEBRASKA
N. HAMPSHIRE
OHIO
OREGON
PENNA.
SO. DAKOTA
VERMONT

FIFTH GROUP • 10 STATES
where radio ownership was highest in April 1930
5.8% INCREASE IN RADIO OWNERSHIP IN THE TWELVE MONTHS OF 1933
38.1% INCREASE IN RADIO OWNERSHIP FROM APRIL 1930 TO JANUARY 1934

CALIFORNIA
CONNECTICUT
ILLINOIS
IOWA
MASS.
MICHIGAN
NEW JERSEY
NEW YORK
RHODE ISLAND
WISCONSIN

HOW AND WHERE THE FLOOD HAS HIT THE SPILLWAYS

Where radio ownership was high in 1930, "replacement sales" have been high. Where it was low, replacements have been low. These five maps tell the story

FIRST GROUP • 10 STATES
where radio ownership was lowest in April 1930
42.3% OF ALL SALES WERE REPLACEMENTS IN THE TWELVE MONTHS OF 1933
33.0% OF ALL SALES WERE REPLACEMENTS FROM APRIL 1930 TO JANUARY 1934

ALABAMA
ARKANSAS
FLORIDA
GEORGIA
LOUISIANA
MISSISSIPPI
NEW MEXICO
NO. CAROLINA
SO. CAROLINA
TENNESSEE

SECOND GROUP • 10 STATES
where ownership was "below average" in April 1930
50.3% OF ALL SALES WERE REPLACEMENTS IN THE TWELVE MONTHS OF 1933
39.4% OF ALL SALES WERE REPLACEMENTS FROM APRIL 1930 TO JANUARY 1934

ARIZONA
IDAHO
KENTUCKY
MONTANA
NEVADA
OKLAHOMA
TEXAS
VIRGINIA
WEST VIRGINIA
WYOMING

MIDDLE GROUP • 8 STATES
where radio ownership was "average" in April 1930
62.1% OF ALL SALES WERE REPLACEMENTS IN THE TWELVE MONTHS OF 1933
48.6% OF ALL SALES WERE REPLACEMENTS FROM APRIL 1930 TO JANUARY 1934

COLORADO
INDIANA
KANSAS
MAINE
MISSOURI
NO. DAKOTA
UTAH
WASHINGTON

FOURTH GROUP • 10 STATES
where radio ownership was above average, April 1930
66.0% OF ALL SALES WERE REPLACEMENTS IN THE TWELVE MONTHS OF 1933
53.4% OF ALL SALES WERE REPLACEMENTS FROM APRIL 1930 TO JANUARY 1934
Includes Washington, D. C.

DELAWARE
MARYLAND*
MINNESOTA
NEBRASKA
N. HAMPSHIRE
OHIO
OREGON
PENNA.
SO. DAKOTA
VERMONT

FIFTH GROUP • 10 STATES
where radio ownership was highest in April 1930
67.3% OF ALL SALES WERE REPLACEMENTS IN THE TWELVE MONTHS OF 1933
55.3% OF ALL SALES WERE REPLACEMENTS FROM APRIL 1930 TO JANUARY 1934

CALIFORNIA
CONNECTICUT
ILLINOIS
IOWA
MASS.
MICHIGAN
NEW JERSEY
NEW YORK
RHODE ISLAND
WISCONSIN

an *old* one) is now of more intrinsic value than every sale to a non-radio home.

"Three million eight hundred and six thousand radio sets were sold in 1933. Drop off about 700,000 automobile sets and it leaves slightly over 3,000,000. Nearly two-thirds of those went down the spillways. About 2,000,000 sets, in other words, were bought by radio owners to replace their old sets. Translated into dollars, it means that old radio owners spent $65,000,000 on new sets. With another $50,000,000 spent by other radio owners in the purchase of new tubes, the radio audience spent $115,000,000 in 1933 to *continue* its habits of listening. More than it spent in 1933 for *all* the newstand copies and subscription sales of *all* the national weekly and monthly publications *combined*."

South Shows Increase

THE CHARTS accompanying this article reveal the two vital trends in the distribution of radios during the last four years. Not only have those states which were lower in radio ownership received a higher proportion of total radio set sales, but a higher proportion of *that* higher proportion has gone into non-radio homes. Thus the southern states, low in 1930, show substantial increases in new radio ownership to bring their percentages up to solid figures.

The value of the accompanying table and charts to advertisers, agencies and radio stations in mapping campaigns according to coverage is manifest. That the estimates lean toward the conservative is also manifest from the relatively modest claims. It is well known that the 1930 federal census erred on the side of conservatism, for many of the homes refused to answer, or answered wrongly, the question of the enumerators whether they had radios. They feared it was the forerunner of a radio set tax such as Europe imposes.

Total May Be Higher

THE CBS report points out:

"There has remained, in the minds of many observers, a question about the 1930 census of radio set owners. It has been considered more than possible that while the census found only 12,000,000 sets in the United States at that date, more millions may have been owned but concealed from the census takers. If this were true, or even partly true, the total of 17,948,162 radio homes, as of Jan. 1, 1934, would require upward revision. There is growing evidence in support of this possibility. Local studies have shown radios in as many as 96 out of 100 homes in St. Paul and Providence, and 98 out of 100 in Minneapolis, Richmond, Washington, D. C., Syracuse, Hartford and Columbus.

"An interesting study is now reported under way in Birmingham, Ala. The government, through a staff of CWA workers, is conducting a complete census of the city, to determine the degree of radio ownership. In view of the fact that the census found the south low in radio ownership, this new census should provide an interesting check upon the previous one."

Joint Gardening Campaign

A COOPERATIVE program, sponsored jointly by the Smith Agricultural Chemical Co., Columbus, O. (Sacco and Wedo), the Wayside Gardens Co., Menton, O. (nurseries) and the Union Fork & Hoe Co., Columbus (gardening utensils) began over WLW March 11. Presented on Sundays, 5:15-5:30 p. m., the program features Marta Wittkowska, Polish contralto, and was placed by Bertha Koch Wulff, Columbus, through Mumm, Romer, Robbins & Pearson, Columbus agency.

Packard Auditions at NBC

PACKARD MOTOR Co., Detroit, has been auditioning at NBC, but the network is still unable to clear time for the prospective account. One audition featured an orchestra under Walter Damrosch, with John B. Kennedy as narrator, and another was based on episodes from Mark Sullivan's series of books, *Our Times*, also with Kennedy in a prominent role. The show is intended to run 45 minutes.

Sponsor Gets Customers By Offering Dishcloths

AN OFFER of a dishcloth, to those who write in for it, has resulted in a large increase in the clientele of the Columbine Laundries, participants in the "Morning Revelers" program on KOA, Denver. According to Freeman Talbot, manager of KOA, four announcements, each averaging one minute, have been made to date, resulting in 852 requests.

The cloths, generous in size, attractive with blue borders, and carrying the laundry's name across one corner, cost about 1½ cents apiece. They are distributed by Columbine drivers who thus make desirable contacts, under the most favorable conditions, with the housewives. The manager of the Columbine Laundries stated that approximately one out of every four housewives who gets the dishcloth becomes a permanent customer.

Benny Switches to Tires

JACK BENNY, who on April 1 ends his Chevrolet contract, will be sponsored by General Tire & Rubber Co., Akron, O., starting April 6 on 41 NBC-WEAF and supplementary stations, Fridays, 10:30-11 p. m. With him on his program will be his wife, Mary Livingstone, Don Bestor's orchestra and a soloist. Account is handled by Hays MacFarland & Co., Chicago.

One Sponsor Splits Hour Show; Second Unites Half Hours

Hudson Co. and Bristol-Myers Hold Contrasting Views

By GILBERT CANT

ALMOST simultaneously with the decision of the Bristol-Myers Co., New York, to combine its two weekly half-hour programs on NBC, presented for Ipana toothpaste and Sal Hepatica, into a one-hour show from 9 to 10 p. m., Wednesdays, on the NBC-WEAF network starting March 21, the Hudson Motor Co., Detroit, has decided to split its Saturday night hour show into two 30-minute periods for Hudson and Terraplane cars.

Though the automobile and drug fields do not afford a close parallel for advertising methods, the conflicting opinions of the sponsors as to the most effective way of using 60 minutes of air time for two products are interesting.

Best Talent Retained

BOTH the Bristol-Myers shows were of popular appeal, designed to sell products in a low price range, and the Ipana Troubadours program was noteworthy for having made its debut in April, 1925. The more recent innovation for Sal Hepatica had been in presenting Fred Allen and his company. The shows followed each other on NBC-WEAF.

It is felt that the greater elasticity in building a one-hour program will make possible a better balanced presentation for the company as a whole, with greater prestige value, and the commercials will be divided. To retain listener interest in both the preceding programs, the new series will feature Fred Allen and his troupe; Lennie Hayton's orchestra from the Ipana program; the Sal Hepatica Singers, and the Ipana Male Quartet.

Commercials a la Music

SINCE there is not a great deal of difference in the price appeal of Hudson and Terraplane cars, the splitting of the program into two shows will facilitate the task of focusing attention on both cars individually, and if the institutional character of the old series is lost to some extent, that is not regarded as a disadvantage. The sponsor hopes that the sum of two halves will be greater than a whole unit, in so far as listener interest is concerned.

For Hudson, the talent will consist of Harry Salter's orchestra, the Campus Choir, Conrad Thibault, Lois Bennett, Honey Dean and a chorus. To carry out the idea of radio programs being guests in listeners' homes, the talent will be introduced by specially written lyrics, and will sign off the same way. The commercials also will be set to music.

For Terraplane a program was auditioned consisting of Lennie Hayton's music, comedy by Al Trahan (written by Eugene Conrad), the Saxon Sisters and a "cast of stooges." Under the title "Terraplane Travelcade," the show will be carried to dealer cities in rotation.

WGN Launches 50 kw. On Its Tenth Birthday With All-Star Broadcast

WGN, Chicago, began operating with the maximum allowable power of 50,000 watts on March 29, under authority granted recently by the Radio Commission to double its output. A substantial increase in coverage was indicated, following closely the theoretical coverage curves drawn in advance of the power increase.

Units of the new transmitter were designed by Carl Meyers, WGN chief engineer, and were constructed of component parts purchased from Westinghouse and RCA. Mr. Meyers supervised the installation as well as the tests conducted during the last three months. The new transmitter went on the air on WGN's tenth anniversary. A gala birthday party was broadcast from 8 to 10 p. m., featuring WGN entertainers and notables from the theatrical and operatic stage.

Among the shows originated by WGN and fed to the NBC network are Ovaltine's "Orphan Annie," Kellogg's "Singing Lady" and Super Suds' "Clara, Lu 'n' Em." Shows originated for CBS are Edna Wallace Hopper's "Romance of Helen Trent" and Kolynos' "Just Plain Bill," and for the Michigan Network Gordon Baking Company's "Lone Ranger."

Cleon B. White Manages Boston NBC Artists Unit

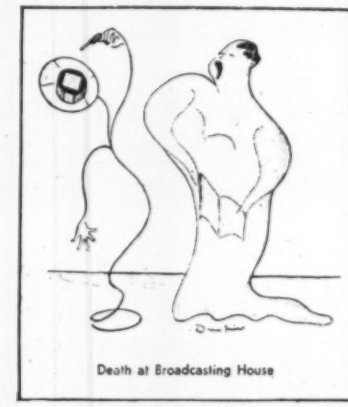
Mr. White

CLEON B. WHITE, identified with New England entertainment for the last 35 years, has been appointed resident manager in Boston of the NBC Artists Service and RKO Private Entertainment Department, according to an announcement by George Engles, NBC vice president in charge of the Artists Service. The Boston office is now the second largest booking office in the country, functioning as a clearing house between client and artist for every type of entertainment.

Samuel L. Ross started the Boston bureau two years ago, and is now head of the NBC Associated Stations Booking Division. Mr. White for the last three years has been manager of the RKO Vaudeville Exchange. He is a Dartmouth graduate, and during the war served with the artillery. He is president of the Danvers (Mass.) chamber of commerce.

Michigan Tourist Plans

ONLY $3,500 of a $20,500 advertising budget appropriated by the Michigan state legislature for the newly created Michigan Tourist & Resort Association will be used for radio advertising, most of the rest going for newspapers and magazines. There is a fund of $18,000, however, for special events publicity. An office is to be established in Lansing.



Death at Broadcasting House

From London Radio-Times

"Theatre of Air" To Charge Public

ARRANGEMENTS have been virtually completed for the opening of a "Theatre of the Air" in the Times Square district of New York, but not for the purpose of originating broadcast programs. The new venture, headed by Crosby Gaige, theatrical producer and owner of several theatres, calls for a continuous variety show presented by radio artists entirely, and generally in the same form as their acts on the air.

Admission is expected to be kept in the 25 to 40 cent range, with the latter figure as the top in any event. Out of the proceeds, which it is hoped will be considerably larger than the prices charged would suggest, since a rapid audience turnover is hoped for, operating expenses and fees for the artists would have to be paid. The latter, it is believed, can be kept low, since well-known acts can use the theatre to their own profit in presenting try-outs for producers or sponsors, and less well-known talent, it is thought, will be glad of the chance.

Reports that the Selwyn Theatre is to be used are premature, as negotiations for the lease were still pending at the time of going to press. In case these should not be consummated, Gaige is expected to use another of the houses which he owns, probably the Apollo. Associated with him are Gus Edwards, Arthur G. Montagne and Channing Pollock.

Analysis Committee Named

UNDERTAKEN in 1929 for the Association of National Advertisers, the Cooperative Analysis of Broadcasting will be conducted this year under a governing committee consisting of advertising men appointed by the presidents of the A. N. A. and the American Association of Advertising Agencies. The committee includes: D. P. Smelser, Procter & Gamble Co., chairman; Chester E. Haring, Batten, Barton, Durstine & Osborn, treasurer; A. W. Lehman, secretary-manager; George Gallup, Young & Rubicam; C. H. Lan, General Electric Co., and George Vos, the Texas Co.

THERE were 1,182,000 radios in use in Canada at the end of 1933, according to a report from A. F. Peterson, assistant U. S. trade commissioner at Ottawa.

Hearing on Agency Code Seen In April

McCleish Named NRA Officer To Frame Advertising Code

PUBLIC HEARING on the much-controverted code of fair competition for advertising agencies will probably be held late in April, it is indicated in NRA quarters. The proposed code submitted several months ago by the American Association of Advertising Agencies has precipitated considerable agitation in agency and advertising groups, all of which tended to block action by NRA in setting a public hearing.

Authority over the code recently was transferred to a new division in NRA and now is directly under the supervision of Sol A. Rosenblatt, division administrator, who also assisted in the negotiation of the broadcasting industry code. William P. Farnsworth is deputy administrator in charge, and E. C. McCleish, former Chicago and New York agency executive, recently has been retained as assistant deputy administrator in immediate charge of the code negotiations.

While no date has definitely been set, it was indicated that preliminary conferences have reached the point where action now can be taken with the likelihood that the hearing will be held between April 15 and 20. The Association of National Advertisers and the Advertising Institute of America, a new organization, are expected to play prominent parts at the hearing along with AAAA.

Mr. McCleish succeeds John W. Power, of New York, who has resigned from NRA. He formerly was managing partner in the financial advertising agency of Graves, McCleish & Campbell, of New York, and prior to that was president of William Elliott Graves, Inc., of Chicago, which also specialized in financial advertising.

Insurance Company Series

WITH RADIO the only medium used, New World Life Insurance Co., of Seattle, on March 11 began a new series of programs over five NBC-coast station for an indefinite run. Keyed from KOMO, Seattle, the program is broadcast Sundays 3:45 to 4 p. m., over KHQ, KGW, KGO and KFI. The network program succeeds a successful campaign conducted by the insurance company over KOMO. Radio received the company's entire appropriation for advertising. The account was placed by Milne & Co., Seattle. The program is titled "Pages From the Book of Life," written by Alton Phillips, Seattle, and consists of music, philosophy, dramatic stories and humor, staged under Mr. Phillips' direction.

Prall Still Undecided

STILL uncertain as to whether he will accept his appointment to the Radio Commission as first zone member, Rep. Anning S. Prall (D.) of New York, is continuing his Congressional work for the time being. His was confirmed by the Senate March 1, and is eligible for the Commission post any time he resigns from the House and takes the oath of office.

Rivals Form as Press-Radio Improves

Three Independent Bureaus Open Offices in Washington; More Timely News Now Released by Press Organization

THREE RIVAL independent news-gathering organizations, centering their activities largely in Washington, got under way during the last fortnight to serve broadcasting stations with news for sponsored or sustaining purposes as the co-operative association idea was abandoned. In the meantime, the Press-Radio Bureau, organized under the "program" arranged between the networks and the publisher-press association groups, not only began to improve its twice-daily broadcast reports but took steps to expedite the transmission of its news.

Apparently realizing the futility of offering the listening public news culled only from the morning and evening newspapers, and limiting its broadcasting to 5-minute periods spotted some four to five hours after the newspapers had appeared on the streets, the Press-Radio Bureau has freshened its news considerably.

Networks Satisfied

THE NEWS carried in the two daily schedules is now very largely news brought up to the actual time of broadcasting as derived from the reports of the Associated Press, United Press and International News Service. Brevity has been maintained, though the 30-word limit is frequently exceeded. The networks have indicated they are satisfied with the reports, and state that all but a handful of their stations are carrying them.

The crying need felt thus far is for a news period around 6 p. m. This, it is said, would balance out the day's radio news reports furnished by the Press-Radio Bureau, which both NBC and CBS, in conformity with the "program," are carrying after 9 a. m. and after 9:30 p. m. In fact, the two NBC networks and CBS have not been able to clear evening time to carry the evening 5-minute period as early as 9:30, and have been spotting it during the last few weeks at 11:15 p. m., EST.

The three networks have been sending the 11:15 p. m. reports as far west as Denver, with their west coast networks carrying their own schedule. NBC is considering placing the report on its own leased wires to Chicago for redistribution from that city to such stations as may want to take it independently to accommodate their own schedules. So far only a handful of stations have been taking the report independent of the networks.

Few News Flashes

NEWS of "transcendant importance" has been furnished as flashes to the networks on the several occasions it has broken, also in conformity with the "program." Such news flashes have been broadcast in breaks ordered on whatever programs the networks might be carrying at the time. They have been few so far.

While the Press-Radio Bureau announced the opening of a new branch distributing office in San Francisco, the three independent news-gathering organizations, which are selling news directly to stations, were completing their set-ups. The new Press-Radio Bureau is in the Southwest Bldg., San Francisco, with Welland R. Gordon, former Los Angeles manager of the Associated Press and later founder of the Los Angeles City News Service, as director. He and Joseph S. Rickman handle the A. P., U. P. and I. N. S. reports in the west exactly as the New York bureau is handling them, feeding the west coast networks and such other stations as want to subscribe by paying their pro rata share of the expenses of the bureau.

Service out of the San Francisco bureau was started on March 26. The organizing committee was headed by J. R. Knowland, publisher of the *Oakland Tribune*, which operates KLX, and a group of newspapermen and radio executives which included Don Gilman, Pacific coast vice president of NBC, and Don Lee, head of the Don Lee network.

The publishers and press association groups which organized the Press-Radio Bureau have also indicated their intentions of establishing other branches in Chicago, Boston and New Orleans in order to cut down wire tolls to independently subscribing stations. This may be done in face of the fact that many newspapers are still objecting to any "program" of co-operation with radio at all.

The three independent organizations are the Radio News Association, Continental Radio News Service and the American Radio News Service, all offering news reports directly to stations. They claim a total of more than 75 stations are buying their services.

The Radio News Association started out to be cooperative, linking stations by teletype on a mutual basis, each station having its own reporters to feed into the teletype system. Prime movers in the project were Carl Haverlin, KFI; Guy Earl, Jr., KNX, and Stanley Hubbard, KSTP. Cooperating with it for a time was the American Radio News Service, headed by Arnold Kruckman.

Finding the cooperative idea impractical, the initial organization broke up the week of March 19 due to conflicts of opinion regarding type of service and time schedules. On March 21 Mr. Hubbard took over the financing of a new setup, consolidating it with a small news-gathering outfit in Washington called Radio News. Mr. Hubbard announced that the new organization is incorporated under the laws of the District of Columbia with himself as controlling shareholder and with the following officers: president, Herbert Moore, formerly with the United Press in London and later with the CBS News Service; vice president, Duncan Price, formerly with the A. P., who headed Radio News; second vice president, Charles Stewart, formerly with the U. P. and the CBS News Service.

30 Stations Subscribe

MR. PRICE heads the Washington bureau in the Albee Bldg., with four men on his staff. Mr. Moore heads the New York bureau with eight men, including Mr. Stewart, and Ray Black, formerly with U. P. and the CBS News Service, heads the Chicago bureau. In Los Angeles the organization has a tie-up with KNX, headed by Guy Earl, and KNX feeds the full report to six other stations. Through Mr. Moore's former London connections, a European news service has been purchased, and Mr. Hubbard stated that the organization has a string of 540 contributing correspondents throughout the country.

Thirty stations are buying the service, according to Mr. Hubbard, paying rates that vary with their station rate cards. It is budgeted, he said, for $5,000 a week and it is "in no way competitive with the newspapers, being highly specialized to cover high spots or first-page news in a manner specially designed for radio." Mr. Moore sent the following telegram to BROADCASTING:

"Radio News Association, with correspondents throughout the principal capitals of world and with 540 strategically placed special correspondents in the United States and Canada is not only able to compete with press agencies but in a position to score beats on big news breaks. Weekly operating expenses excluding wire and telegraph tolls exceed $5,000. Only about one twenty-fifth of all daily news is airworthy. We can compete because we concentrate on 30 or 40 stories really worth putting on air each day, and not only get them authenticated but get them as fast as anybody else and more colorfully. As regards foreign news, any well informed person knows there are a dozen foreign press agencies whose reports can be bought in Europe the same as American press agencies are buying or obtaining them by tie-ups.

"Radio News Association scored decisively on Insull's escape and arrest, Hong Kong-United States gunboat fire, San Salvadore dynamite explosion and Tokio Japanese gunboat capsizing. We also carried many exclusive news features from Europe and Asia. New York headquarters has powerful news-gathering organization. It is well known that Washington developments are being adequately covered by several radio news-gathering setups. Radio News stood acid test on Dillinger's escape, Detroit auto crisis, Lynchburg fire, New Orleans tornado, all big air mail breaks with strategically located bureaus manned by highly trained former press agency editors and writers.

"There is much talk about phony stories being planted in checking our stuff. We find a dozen stories daily wrong in some particular. Radio newsmen are being trained by press agencies and are using identical methods as regards gath ering news."

Continental News Service

THE CONTINENTAL Radio News Service is headed by Harry R. Daniel, former newspaper man, headquarters in the Maryland Bldg., Washington, where he has a staff of five. Its New York office at 2 W. 45th St. is headed by F. G. Biguerie, formerly with the A. P., and in Chicago its correspondent is Edward D. Flynn. Mr. Daniels stated that he has string correspondents in 50 cities, and that a German news service is being purchased for foreign coverage, its reports of 1,200 to 1,500 words daily being received via short wave radio.

Continental was formed with the Yankee Network as a nucleus, after John Shepard, III, its president, refused to go into the cooperative scheme. Mr. Daniels said that in addition to the Yankee Network about 35 stations are being served with up to 3,500 words daily, sent out via teletype or overhead telegraph. One of the features of his service, Mr. Daniels said, is a daily mailed script of about 1,800 words titled "Washington Column of the Air," with background news, comment and human interest material.

American Radio News Service, with Arnold Kruckman at its head,

(*Continued on page 46*)

PRESS-RADIO BUREAU IN ACTION—To this office, located at 251 Fifth Ave., New York, come the full reports of the three big press associations, and from it more than 125 American stations are receiving the twice daily 5-minute news reports under the recent radio-press "program." This is the general news room, showing, left to right, James W. Barrett, editor; Willard J. Heggen, associate editor; and Harry Novak, teletype operator. T. L. Christie, also an associate editor, is not shown in photo.

McFadden's Religious Time Bill Believed Defeated at Hearings

NAB, Networks, Churchmen and Radio Commission Answer Charges of Rutherford Sponsors

DEFEAT of the McFadden bill (H. R. 7986), proposing to afford all religious as well as political, charitable and educational organizations an equal opportunity to broadcast, appeared certain following the close of hearings on the measure March 20, before the House Committee on Merchant Marine, Radio & Fisheries. Introduced by Rep. McFadden (Rep.), of Pennsylvania, the bill hardly seems likely to obtain a favorable report to the House despite the fact that it occupied a full week of lengthy hearings because of the flood of petitions signed by 2,500,000 persons sent to Capitol Hill.

The petitions were obtained in a house-to-house canvass by the Peoples' Pulpit Association, whose transcribed talks by Judge Rutherford, placed through the Watch Tower Society, have been carried by many stations. This organization occupied most of the hearing time, making various charges of discrimination by stations and networks against their broadcasts and also charging duress upon the stations by the Radio Commission.

"Jehovah's Witnesses"

SPOKESMEN for the Rutherford group were A. R. Goux, secretary; Anton Koerber, Washington representative, and Charles H. Carr, of Albany, calling themselves "Jehovah's Witnesses." E. S. Wertz, Cleveland, was their attorney. They charged the networks with refusing them equal time with other organizations, even though willing to pay for it; alleged the networks had influenced their own and associated stations to refuse them time either for their transcriptions or their special hookups, and claimed the Radio Commission, by innuendo, persuaded stations to deny them their facilities by sending out letters to the stations asking for texts of the Rutherford remarks.

They insisted that organized religion, influenced by big business and especially by the Catholic hierarchy, was responsible for the wholesale refusals of time. These charges drew numerous questions from the committee members for more specific details, which were not forthcoming, and elicited long discourses on the comparative theology of the Rutherford group and other religions in which Rep. Sirovich (Dem.), of New York, took the leading part. The Rutherford group claimed it was not a religious organization and was non-profit making.

The charges were answered by Phillip G. Loucks, NAB managing director; M. H. Aylesworth, NBC president; Henry A. Bellows, CBS vice president; Henry L. Caravati, executive secretary of the National Council of Catholic Men; Frank C. Goodman, executive secretary of the Federal Council of Churches of Christ in America, and Judge E. O. Sykes, Radio Commission chairman.

Mr. Loucks pointed out that the "equal opportunity" afforded in the bill would either open the floodgates to religious broadcasts, driving all other forms of radio entertainment and instruction from the air or induce the broadcasters to deny all religions an opportunity to broadcast. He said the bill was "too vague and ambiguous" and "would substitute the deterrent of a criminal statute for the intelligence of management."

Mr. Aylesworth, pointing out that equal opportunity is offered by NBC to the central organizations of the Protestants, Catholics and Jews, to their complete satisfaction, declared that Judge Rutherford's talks had been barred by the network because they attacked organized religion. He agreed with Mr. Loucks that the proposed bill "will severely limit rather than broaden the use of radio in religion, governmental and public affairs, education and public information."

Mr. Bellows, like Mr. Aylesworth, pointed out that Father Coughlin had been refused even sponsored time on the network because of a CBS policy of accepting no sponsored religious broadcasts. He said CBS does not permit any broadcasts that "ridicule or attack" another sect, creed or group. He insisted the right of selection was not censorship and denied that CBS had influenced its own or affiliated stations regarding religious programs.

Mr. Caravati declared his organization favors free speech on the radio but does not believe any group should be permitted to broadcast "vituperative statements" against any other. The Catholics of America, he said, have been offended by the Rutherford attacks. He filed affidavits showing that the Watch Tower petitions had been obtained by misrepresentation, saying some of the signatures were "frank forgeries" and others were those of the names of mere children.

Sykes Denies Coercion

MR. GOODMAN said there were 232,150 churches in the United States with a total membership of 54,576,340. He was vehement in declaring that some of the Rutherford statements were an insult to the intelligence of these people. He denied he was instrumental in keeping Rutherford off the air. He supported the present policies of the two networks regarding religious broadcasting and said that opening up radio to any and all religious speakers would be destructive to American radio.

Judge Sykes testified that the bill would make broadcasting stations public service companies, which is contrary to the best development of broadcasting and opposed to the Radio Act of 1927. The history of radio has shown the wisdom of that act, he said, and the passage of the McFadden bill "would be the opening wedge to make broadcasting a common carrier." He pleaded for a continuance of the present system, asserting there was no need for the proposed legislation.

The Commission chairman said the Commission had received many protests against two of Rutherford's talks and instituted a routine investigation, sending letters to the stations for copies of the address. The Commission did nothing about it, he added, and he denied the suggestions that stations were threatened with the loss of their licenses for carrying Rutherford talks. All station licenses were renewed, he said, whether or not they carried Rutherford, for the reason that the Commission felt their other programs were generally in the public service and they merited the renewals.

NO CONTRACTS

Aylesworth Regrets NBC Hasn't Affiliates on Dotted Line

SOME interesting sidelights on the broadcasting business were furnished during the interrogation of M. H. Aylesworth, NBC president, while testifying on the McFadden bill March 20. Mr. Aylesworth told members of the House committee in charge of radio that with only a few exceptions the NBC has no contracts for time with its associated stations, and asserted that such contracts are now necessary in order to insure sponsors the networks demanded.

"It is unfortunate we have no contracts," said Mr. Aylesworth, pointing out the difficulties a network faces in persuading its station associates to clear time. Then he told the committee that NBC, after some years of non-profitable existence, in 1931 earned a net profit of approximately $1,800,000. In 1932 profits amounted to $1,300,000, and in 1933 they were about $400,000. He said the assets of his company could roughly be fixed at $9,000,000.

There was a humorous angle to the hearing when Mr. Aylesworth explained how the network has to deal with so many elements seeking time on the air. Rep. Wilson (Dem.), of Louisiana, asked whether the Nudists had ever asked for broadcast time. Replied Mr. Aylesworth: "They probably wouldn't because they can't be seen." Whereupon Rep. Sirovich (Dem.), of New York, amid great laughter, declared: "The Congressman is anticipating television."

Sponsor Who Buys

AN UNUSUAL account has taken time on WINS, New York, for thrice daily programs. The sponsor, instead of asking the listener to buy something offers to buy something from him, viz., gold. American Gold Buying Service, the sponsor, offers to buy broken or unused gold jewelry so that it may sell the gold to the U. S. government. The value of gold has increased considerably under the new monetary policy of the government, thereby making the business profitable.

PLOUGH, Inc., uses a special imprint on all outgoing letterheads, envelopes, billheads and statements, tying-in with its radio program. Horlick's Malted Milk also prints a brief notice of its "Adventures in Health" program in the lower left corner of correspondence envelopes.

WLW Super-Power Making Final Tests

Regular License to Be Asked After Full-time Trials

FINAL TESTS, preparatory to requesting authority to use super-power of 500 kw. during regular operating hours, are now being conducted by WLW, Cincinnati, with permission of the Radio Commission, granted March 20, to operate experimentally with this peak power full time until April 3.

The station—ten times as powerful as the biggest of the regularly licensed outlets in this country—had been operating experimentally during daylight hours with 500 kw. since Feb. 24, as well as during early morning hours. Once the full-time tests are completed, it is a foregone conclusion that formal application will be made for authority to broadcast under regular license with 500 kw. Such a grant would require a revision of existing regulations, since the maximum power now allowed by the Commission is 50 kw.

Purpose of Experiments

THE TESTS are being conducted to determine what benefits result from the use of super-power in service to listeners and in overriding interference. The tests have been held highly successful by Joseph A. Chambers, WLW technical supervisor.

From the experiments, according to Mr. Chambers, it has been learned that the signal strength of the station has been increased approximately 325 per cent, while the secondary service area signal strength has been increased by about 1,000 per cent. These figures were computed from field strength measurements made throughout the country both for 50 kw. and for 500 kw. These results coincided with the predicted service curves made by Mr. Chambers.

"In thus raising the signal level to within the limits of automatic volume control provided in modern receiving sets," said Mr. Chambers, "fading has been materially reduced and even entirely eliminated in many localities. Satisfactory reception in many sections where static and interference have in the past made such reception impossible has been reported."

Fears expressed prior to the tests that the tremendous power would blanket reception of other stations were said to be groundless on the basis of the experiments by Powel Crosley, president of the company. "These reports together with our own careful scientific tests, under the direction of Mr. Chambers," he asserted, "prove conclusively that the use of this added power interferes in no way with the listener's enjoyment of broadcasts from other stations."

The 500-kw. transmitter, built by the RCA-Victor Co., involved a total expenditure of more than $400,000 and has required more than two years for design, construction and installation.

An inspection of the new 500 kw. plant was made March 23 by W. Ford Greaves, assistant chief engineer of the Commission. Among others in the group were I. E. Baker, chief of transmitter sales of RCA Victor Co., E. K. Cohan, technical director of CBS, and Carl Meyers, WGN chief engineer.

Stations Discuss New NBC Service

Operating Policies Explained at Conference in New York; Interest Grows in Added Service for Advertisers

DETAILED operating policies of the new NBC station representation and electrical transcription services were discussed at a meeting of station managers with members of the Local Sales Bureau in New York March 28, with Donald Withycomb, station relations manager, as chairman. Arrangements were completed for immediate inauguration of the services.

This rounding out of NBC's service to advertisers, to include complete facilities for the programming and recording of electrical transcription programs and for the placement of complete spot campaigns on leading stations throughout the country, has elicited a great deal of interest throughout the broadcasting business. On April 2 the new NBC station representation and electrical transcription service will begin to operate. From that date forward semi-national, spot and sectional advertisers will be able to secure from NBC complete program and placement service which has been available heretofore only to network advertisers.

MR. WITHYCOMB

RCA Victor Cooperates

THE NBC electrical transcription service, under the direction of C. Lloyd Egner, formerly of the RCA Victor Co., will offer a programming and recording service in cooperation with the RCA Victor Co., in whose hands the actual manufacturing of transcriptions will remain. Mr. Egner's experience parallels the development of sound recording, as he has been identified with it during his 17 years with the RCA Victor Co. He brings with him an experienced staff of recording managers and technical experts who will work closely with the NBC Local Service Bureau in promoting the sale of spot broadcasting on NBC associated and managed stations.

The sale of spot schedules and transcription service will be coordinated with network sales under the direction of Edgar Kobak, the new NBC vice president in charge of sales.

Considerable enthusiasm for NBC's new deal has been expressed by the stations concerned, officials state. Many of them, they said, have felt for a long time that such a service by NBC has been needed in order to offer a better program and advertising service, locally and nationally.

Custom Built Recordings

AMONG the station executives visiting the NBC New York headquarters for the meeting were: William S. Hedges, KDKA; Vincent Callahan, WRC and WMAL; W. Webster Smith, WTAM; Walter Myers, WBZ-WBZA; Kolin Hager and Winslow Leighton, WGY; and P. G. Parker, NBC Chicago operations head, representing WENR, WMAQ, and KOA.

NBC electrical transcription service will make available immediately custom built broadcasting recordings, complete with announcements of sponsorship. Plans are being developed, for announcement at a later date, of a transcription series for local sponsorship or for sustaining programs. At the present time this phase is being studied very carefully, and until complete details are arranged definite entrance into this type of transcription business will be deferred.

The keynote of the whole new deal is service to advertisers and advertising agencies. Recording studios are located in New York, Chicago, Hollywood and Camden. Facilities are also available for recording in Canada and many foreign countries.

Better Station Relations

EVIDENCE that the two new services to be incorporated with the Local Service Bureau are in reality part of a comprehensive plan to cement more closely the relations between NBC and its member stations is contained in the current issue of the *Exchange Bulletin*, the house organ for station managers, which is devoted almost entirely to the inauguration of these activities. Mr. Withycomb writes in the bulletin:

"This is only one step in a real effort on the part of our company to develop a closer relationship between each associated station and the National Broadcasting Co. It is our sincere desire to assist you in every practical manner to maintain the highest standard of public service to the audience throughout your territory. The success of these efforts will naturally depend on the continuation of the fine spirit of cooperation which has always existed between the National Broadcasting Co. and all associated stations."

Other contributors of special statements on the services are M. H. Aylesworth, president; Richard C. Patterson, Jr., executive vice president; Roy C. Witmer, vice president in charge of eastern sales, and Lloyd C. Thomas, manager of the Local Service Bureau.

Additions to Staff

THE LOCAL Service Bureau has engaged two additional salesmen as part of the present expansion program—John Martin, who has been in radio in a number of capacities ranging from announcer to selling and station management, and Wadsworth Wilbar, who comes from the magazine field with experience particularly in the sphere of local merchandising.

Harrison W. Bullard has been added to the sales promotion staff of the bureau as assistant to William C. Roux. He will be directly in charge of the compilation of data regarding stations, coverage and markets, and preparing promotion material.

Simultaneously with these developments, the station relations department is undertaking to keep in closer and more frequent contact with member stations by having field representatives call on managers an average of once every four or six weeks. This represents a marked stepping-up of activity in this field, and the envoys from headquarters are expected to assist in developing ideas on programs, sales and promotion, as well as station operation in so far as it affects relations with the network.

Inter-relation of Chain Broadcasting To Local and Regional Services Traced

E. P. H. James Speaks to N. Y. Advertising Club on NBC; Sees Great Results if all Factors are in Accord

Mr. James

AN ANALYSIS of the inter-relation of network broadcasting to local and spot services was given by E. P. H. James, sales promotion manager of NBC, in an address before a meeting of the radio section of the New York Advertising Club, March 21.

As a result of the establishment of its electrical transcription service, NBC will henceforth be in the business of building, recording, and placing programs for semi-national, sectional, and spot advertisers on member stations, as well as operating the largest commercial network business in the world.

Backbone of Broadcasting

MR. JAMES' Remarks, in part, follow:

"Network broadcast advertising has been the backbone of the development of radio in the United States. In the first place, in order to keep up with the world, any national broadcasting service must be able to bring to listeners throughout the country the opportunity to share in great national events at the time when they are actually taking place.

"Naturally, the organization necessary to make such things possible must be able to pay for and maintain the equipment required to link stations from coast to coast whenever necessary. Constant improvements in studio and transmitter design also require considerable revenue. Fortunately, the interests of commercial organizations are in many respects identical with the interests of those engaged in developing national broadcasting service. The networks were not merely the creation of the broadcasting organizations. The advertisers of the country—the big national advertisers—have shared very actively in building up the network structure, in order to secure simultaneous coverage of the United States for their advertising messages.

"The National Broadcasting Company is in the broadcasting business, in every phase. It is not our policy to decry any one form of broadcast advertising as compared with another. We recognize the very definite place in the field which is held by the various forms, local, spot, and national — each serving its particular group of advertisers.

"We recognize the essential place of the local station in the activities of its own city and the surrounding territory. We recognize the service which it can render to local advertisers.

"We recognize, too, the value of spot broadcasting for advertisers with sectional or irregular distribution, because it enables them to fit their broadcasting activities closely to the territories where their sales organizations are operating.

"We recognize that network broadcast advertising, as distinguished from the other forms, offers its special advantages to national advertisers and to large semi-national advertisers whose distribution covers broad sections of the country, rather than isolated market territories. Each form has its special function. Working in harmony, they can achieve great results."

NBC Art Head Exhibits

AN EXAMPLE of the work of Edward de Salisbury, advertising art director for the NBC is included in an exhibition of fine, modern printing to be held by the Graphic Circle of Berlin. The exhibit will later be shown at the Printers and Typographers Clubs of other important German printing centers such as Frankfort, Liepzig, Stuttgart and Munich. The specimen of Mr. de Salisbury's work is an attractive direct mail folder announcing the inauguration of NBC's Local Sales Service Bureau. It is characteristic of the modern style NBC's advertising art director employs to promote a contemporary medium. The design was also among those originally shown at the annual Printing for Commerce Exhibit recently held in New York.

KERN, Bakersfield, Cal., operated by the *Fresno Bee*, has been authorized by the Radio Commission to change its frequency from 1200 to 1370 kc.

Communications Bill Pushed; Slim Chance of Passage Seen

Lack of Time and Opposition May Force Delay; Interest Shown in Proposed A. T. & T. Probe

ALTHOUGH chances for enactment of new communications legislation at this session of Congress are diminishing rapidly because of strong opposition to the pending measures, legislative steps nevertheless are being taken by Congressional radio leaders to expedite consideration within the next few weeks.

Simultaneously with the appointment by Senator Dill (Dem.), of Washington, of a subcommittee of the Senate Interstate Commerce Committee to perfect the measure he introduced, Chairman Rayburn (Dem.), of Texas, of the House Interstate and Foreign Commerce Committee, announced he had scheduled hearings to begin April 3. Whereas the Dill measure incorporates a dozen amendments to the Radio Act of 1927 over the vigorous opposition of broadcasters, the Rayburn bill is devoid of such provisions and simply would transfer present authority over radio from the Radio Commission to the proposed new communications agency. The NAB is not opposing the latter bill.

Subcommittee Works Daily

SENATOR DILL'S subcommittee, it is learned authoritatively, already has agreed that the proposed new Commission should be a five-man agency, like the present Commission, rather than a seven-man body as originally proposed. The subcommittee began its deliberation March 26, holding morning and afternoon sessions, and planned to continue in daily session for about a fortnight, with the aim of revising the provocative Dill bill into an acceptable document. There would be two instead of three divisions of the Commission, one handling radio and the other telephone and telegraph.

George B. Porter, acting general counsel of the Commission, is assisting the committee.

Despite President Roosevelt's message to Congress on Feb. 26, urging passage of communications legislation and abolition of the Radio Commission, likelihood of enactment is growing dimmer, not only on account of the bitter opposition of both broadcasting and communications interests to certain provisions of the pending Dill bill, but also because of the pressure of other legislation and the lack of time available for full and free consideration of the proposal. Legislative leaders have predicted adjournment of Congress by May 15. It had been proposed to have the new Commission functioning by summer.

Interest in Phone Probe

THE DILL subcommittee comprises himself as chairman, and Senators Hatch, New Mexico, and Thompson, Nebraska, Democratic members, and White, Maine, and Hatfield, West Virginia, Republicans. Of the committee membership, only Senators Dill and White have been previously identified with radio or communications legislation. Two of the members, Thompson and Hatch, are serving their first terms, both having been appointed to fill vacancies.

To the broadcasting industry, great significance attaches to the statement made by Chairman Dill during the hearings last month that he will offer a resolution for a sweeping inquiry into the American Telephone & Telegraph Co. Within the industry there has been much controversy about A. T. & T. line charges for network and remote broadcasts, it being estimated that the networks and stations pay to A. T. & T. between $8,000,000 and $10,000,000 a year for line rentals.

No New Bill Planned

SENATOR DILL has instructed legislative experts to draft such a resolution. He indicated March 26 that the resolution probably would be introduced by the middle of April and that the investigation would begin as soon as possible thereafter. Senator Dill is considering asking for authority to procure the services of a committee prosecutor, and Ferdinand Pecora, special counsel of the Senate subcommittee investigating stock market operations, has been mentioned for the assignment.

It is not the intention of the Senate subcommittee to draft a substitute for the Dill bill as suggested by Senator White, who himself offered a substitute measure which he said conformed with the wishes of the President as expressed in his message. Instead, the committee intends to examine the Dill measure section by section, in an endeavor to alter it to meet major objections, while keeping the "teeth" in it. The committee has no intention, moreover, of eliminating the broadcasting amendments in their entirety, despite the intense opposition of the NAB and even of the Radio Commission to certain of the provisions.

Even more vehement than the attack of the NAB against the Dill measure at the hearings last month were the criticisms of representatives of communications companies, including such figures as David Sarnoff, president of RCA; Walter S. Gifford, president of A. T. & T.; Sosthenes Behn, president of I. T. & T.; R. B. White, president of Western Union, and J. C. Willever, first vice president of Western Union.

White Explains His Bill

IN THE MAIN they were of one accord on the principal feature of the legislation, namely, that it failed to conform with the expressed wish of the President that no controversial amendments be proposed. They urged that the new bill simply provide for creation of a new communications agency to carry on the functions of existing agencies charged with communications control but that it be authorized to investigate all fields and recommend to Congress by next February what changes in laws should be made.

SENATOR DILL—A caricature of the senior Senator from Washington, author of the communications bill, by Robles in the *Washington Post*. Reprinted by permission.

In offering his substitute measure to the committee before its first executive session March 22, Senator White said it conforms entirely with the President's wishes, whereas the Dill bill runs far afield. Like the Dill bill, it proposes a new commission of seven members and also carries the same provision relating to general functions of the proposed new agency with authority to absorb authority of other agencies. It does not, however, propose that the new commission be divided into three divisions with respective jurisdiction over radio, telephone and telegraph, as proposed in the Dill measure. Moreover, it eliminates reference to directors of each division.

Whereas the Dill bill specifies that four members shall constitute a quorum of the Commission, the White substitute proposes that only three members shall be a quorum. The legislation would become effective upon the organization of the commission, and the commission would be deemed to be organized when three members have taken office.

The entire case of broadcasting interests was presented at the hearing before the Dill Committee March 9 and was reported in the March 15 issue of BROADCASTING. Subsequent witnesses who testified from March 13 through March 15, however, touched upon certain broadcasting phases of the measure.

Senator Dill's announcement regarding the A. T. & T. investigation proposal came after Edward N. Nockels, legislative representative of the American Federation of Labor, director of WCFL, Chicago, and labor member of the Code Authority for the broadcasting industry had testified March 15. Mr. Nockels read a resolution adopted by the A. F. of L., which made specific mention, among other things, of rates for radio broadcasting and of Electrical Research Products, Inc., A. T. & T. subsidiary which leases turntable equipment to stations.

"Mr. Gifford's strenuous opposition to some of the provisions of this bill," Senator Dill said, "has

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Week-Long Celebration To Mark Tenth Birthday Of WLS April 8 to 14

CLIMAXING a decade of service, WLS, the *Prairie Farmer* station, Chicago, will observe its tenth anniversary with a week-long celebration ending with the 521st consecutive Saturday Night National Barn Dance on April 14. Each day during the anniversary week will be set aside for special observances, such as farm day, mothers' and childrens' days, old-timers' day, national Barn Dance, folk music and the like.

The highlights of 10 years of WLS history will be reviewed during the week. Such events as the initial broadcast from the Hotel Sherman studios, and the two-week continuous campaign which raised $216,000 for southern Indiana and Illinois flood victims in 1925 will be recalled. Thursday night, April 12, the station will originate a 45-minute "Birthday Broadcast" for an NBC network. The program will be presented on the stage of the Eighth Street Theater, Chicago, scene of the barn dance broadcasts.

Among the old-time WLS stars and personalities who have been invited to the celebration are Tony Wons, Ruth Etting, George Hay, the Solemn Old Judge of WSM, Cliff Soubier, Ford Rush and Glenn Rowell, Bradley Kincaid and others. Former WLS officials expected to take part include Edgar L. Bill, manager of WMBD, Peoria, Ill.; J. O. Maland, manager of WHO-WOC, Des Moines; Don Malin, former WLS program director; Harold Safford, former chief announcer, and others. Three masters of ceremonies, Hal O'Halloran, Joe Kelly and Jack Holden, will preside over the festivities, and all regular staff artists, including those appearing in several WLS road shows, will be on hand.

Baking Co. Stamp Club

WEBER BAKING CO., Los Angeles, has gone on KFWB, Hollywood, and KFOX, Long Beach, simultaneously, with a 15-minute weekly program called "The Stamp Adventurer." Broadcast spots a narrative describing events for which stamps have been issued to commemorate, with music at opening and close. Scholts Advertising Service handles the account and Radio Productions, Inc., supervises the program. Sponsor formerly issued stamps in its bread loaf. The state regulatory commission now forbids the use of premiums, so the Weber Baking Co. has transferred its stamp angle to radio with expectations later of adding other stations.

Communications Series

MODERN operations of the globe-circling telephonic, telegraphic, cable and wireless systems of the United States will be the subject of a new series of programs titled "Spanning the Globe," which will be heard over a CBS network starting April 5 from 4-4:15 p. m., EST. Other dates for the weekly series will be announced later. Companies cooperating with CBS technicians in staging the series are the A. T. & T., I. T. & T., RCA Communications, Postal Telegraph, Western Union and Mackay Radio. The series is to be on a sustaining basis.

High Fidelity—Radio's Next Technical Step

By ANDREW D. RING
Broadcast Engineer, Federal Radio Commission

Seen as Advance in Program Quality, But Not Yet Perfected; Few Changes in Allocations Needed, With Sets Major Task

HIGH FIDELITY radio is the leading topic of conversation among radio technicians and set manufacturers these days because it is destined to be the next important improvement in broadcasting technique. In this article, one of the foremost authorities of his profession discusses this development, which would transform the radio set from an ordinary hit-and-miss reproducer to a high quality instrument capable of reproducing music in the home precisely as it sounds in the auditorium. Contrary to contentions of manufacturers, Mr. Ring holds that present wave length allocations are adequate for high fidelity transmission and that the problem is primarily in the manufacture of precision receivers.

THE SEVERAL recent demonstrations of high fidelity sound reproduction have greatly interested broadcast engineers, and the question is raised as to how soon broadcast stations can take advantage of the improvements to be derived from high fidelity sound transmission. Most broadcast stations at present are limited in the transmission of sound or audio frequencies between the limits of about 100 and 3,000 or 4,000 cycles per second. This restricted frequency range noticeably reduces the fidelity, clarity or naturalness of the reproduction of the program, especially that part of the program which abounds in high frequencies such as symphony orchestras, etc.

In transmitting frequencies up to 4,000 or 5,000 cycles, all of the fundamental frequencies of ordinary musical instruments are reproduced but many of the upper harmonics are not. These upper harmonics are to a large extent responsible for the quality of musical instruments. This is especially true of such instruments as the snare drum, cymbals, castanets, violin, oboe, piccolo, etc. Of the sounds that require the reproduction of frequencies above 5,000 cycles for naturalness, hand clapping, footsteps, key jingling, rattling paper, pouring water, etc., are good examples.

50 to 800 Cycles Adequate

THE LIMIT of the low frequency to not less than 100 cycles impairs the quality of the instruments having very low fundamental frequency such as the bass drum, bass viol, bass tuba, organ, etc. It is considered that if all low frequencies down to 40 cycles are reproduced without serious loss, all ordinary instruments would sound perfect to the trained observer except possibly the bass viol, bass tuba, and organ.

It is estimated that transmission of all sounds between 40 cycles and 15,000 cycles would result in very near perfect reproduction. However, the results of several tests on a symphony orchestra as given in an article by W. B. Snow in the July, 1931, *Journal of Acoustical Society of America*, reveals that if all frequencies above 7,000 cycles and below 50 cycles are cut off, only 50 per cent of the observers could clearly determine the fact; and, in another type of test when frequencies up to 8,000 cycles were transmitted, the observers pronounced the results 90 per cent perfect. When the frequencies down to 50 cycles were transmitted, the result was 99 per cent perfect. Therefore, from a consideration of naturalness of reproduction alone, and not the several involved factors which will be discussed later, the range from 50 to 8,000 cycles should be adequate for the average listener.

The limit in the audio frequency transmission range is due to limitations in the broadcast transmitting equipment which may be due to restrictions in one or all of the following component parts of the typical broadcast station: (1) microphone, (2) audio amplifier, (3) telephone line over which the program is sent and (4) radio transmitter. All of these items are now available in forms which can transmit frequencies from about 50 to 8,000 or 10,000 cycles per second. However, there are other considerations in the accomplishment of high fidelity reproduction than just the audio characteristic being flat within two decibels from 40 to 10,000 cycles, which must be met before such a range can be successfully transmitted. This will be discussed in more detail later, though the purpose of this article is not to discuss the details of equipment but rather the present allocation of broadcast frequencies and the effect if all stations were to extend the transmission of high frequencies.

MR. RING

The Present Setup

BY THE present allocation, broadcast channels are separated by 10 kilocycles, and it is said frequently that this automatically limits the side bands or audio frequencies that may be transmitted by broadcast stations to 5 kilocycles. If higher frequencies were transmitted, the side bands therefrom, it is argued, would overlap and cause interference on adjacent channels, and, accordingly, if the equipment were installed for high fidelity sound reproduction, the present plan of allocation cannot accomodate the transmission, and before further improvement can be made a new allocation would have to be made separating the station by more than 10 kilocycles. This, the writer believes, is not strictly true and the purpose of this article is to set out some of the elementary principles of allocation showing just how much interference would be caused if side bands of 8 kilocycles from the carrier frequency were transmitted, that is, audio frequencies up to 8 kilocycles.

Side Band Widths Unrestricted

AT THE PRESENT time there are no rules and regulations of the Commission limiting the width of the side band transmission, and any broadcast station may be so operated that side bands even up to 10 kilocycles or more are transmitted without violating the terms of the license. The Commission has not promulgated any regulations on the width of the side bands for the mere reason that it has not been necessary and no case has been pointed out where interference was due to side bands more than 5 kilocycles from the carrier frequency, though today several stations operate with side bands well over 5 kilocycles.

Virtually all of the broadcast receivers now in use and offered for sale are limited to approximately 3,000 or 4,000 cycles. Accordingly, it would be of no avail to have high fidelity broadcast transmission without similar reception. The writer has listened to specially designed high fidelity broadcast receivers tuned to high fidelity broadcast transmission and noted the improvement therefrom, and unquestionably the next step in improving technical broadcasting is in extending the audio range.

To make an estimate of the various allocation requirements for high fidelity broadcasting conclusions derived from several graphs not printed here will be given.

The first and most important graph in the study of high fidelity in broadcasting is the one showing the distribution of the signal throughout the audio spectrum. Messrs. Sivian, Dunne and White have published an article in the January, 1931, *Journal of Acoustical Society of America*, which goes into this phase very thoroughly. From this article it is seen that the maximum energy or signal from a 75-piece orchestra falls in the frequency band from 125 to 250 cycles in that at 8 kilocycles the signal is approximately 45 decibels lower in intensity. Or, in other words, the average signal at 8,000 cycles is approximately 1/190 of the average signal between 125 and 250 cycles. If the transmitter is modulated 100 per cent by the higher signal, then the intensity at 8,000 cycles would account for the slightly more than one-half per cent of modulation.

What Receiver Would Need

ANALYSIS on several different orchestras, musical instruments, etc., reveals that the intensity at 8,000 cycles is approximately one per cent of the maximum energy in the spectrum. From this several conclusions may be drawn. If the signal intensity from present transmission is just sufficient to override the noise level (signals 20 times the noise level) then the signal would have to be increased approximately five times for satisfactory high fidelity reception or a signal intensity of approximately 10 to 20 millivolts per meter would be required for satisfactory high fidelity reception in residential city areas. That is, the noise level alone would prevent high fidelity reception except in areas around the transmitter bounded by the 10 to 20 millivolt contour.

In regard to interference from stations on adjacent channels, two 1-kw. stations 10 kilocycles removed in frequency will be considered. The separation recommended by the engineering division of the Commission under these circumstances is 200 miles. The effective signal at night from a 1,000-watt station 200 miles distant would be approximately one-half millovolt per meter. Assume that the high fidelity receiving set to be designed has a selectivity such that at 10 kilocycles the undesired intensity must be three times the desired to

(*Continued on page 40*)

Air Fashion Show Opens New Field

N. Y. Stylist Stages Parades In 11 Cities via Radio

RADIO-CONTROLLED fashion shows, held simultaneously in cities throughout the country, may become the rule rather than the exception as a result of the success attained by the first venture of this kind, presented in March by Tobe over CBS.

Smart feminine New Yorkers trooped into the grand ballroom of the Ritz-Carlton to see "Spring Cocktail," a fashion parade for the benefit of the Jacob Riis Settlement. Society girls were the mannequins, and Tobe (Mrs. Tobe Coller Davis), a Fifth Avenue stylist, took the role of commentator. At the same time, in department stores in 11 other cities, other mannequins paraded. They wore the same fashions, and comported themselves according to the same directions, but for them there were no individual commentators. Instead, they heard Tobe's comments through loud speakers, the event being broadcast commercially.

Merchandising Service

THE PROGRAM was sponsored by Tobe as part of her merchandising service to a hundred department stores throughout the country. Each week she supplies them with a report containing news of fashion trends, notes on fabrics, suggestions for timely advertising and promotion, and a review of general business trends. While fashion shows are a routine part of many stores' pre-Easter activities, the majority of them are lacking in appeal since they have no particular sponsorship or tie-up. Tobe concluded that a show originating in a smart Manhattan hotel, under society patronage and for the benefit of a prominent charity, would have special significance.

She selected the fashions that the 11 participating stores were to stock for the show, and planned the stage setting and procedure so that each store could synchronize its show with the broadcast. The success of the experiment was such that Tobe plans a similar event on a larger scale for the next season's fashions.

First-Hand Style Reports

THE GREATEST psychological advantage of the broadcast is considered to lie in the fact that women in all parts of the country, and particularly those present at the individual stores' parades, felt that they were being offered styles at the same second they were being displayed in New York, and thus they discarded the idea that women's clothes are out of date before they reach the towns and cities outside the metropolitan area.

The stores which participated were: M. O'Neil Co., Akron; John G. Myers, Albany; Hochschild Kohn Co., Baltimore; Wolf & Dessauer, Fort Wayne; G. Fox & Co., Hartford; H. P. Wasson & Co., Indianapolis; Rothschild & Sons, Kansas City; R. H. Macy & Co., New York; Joseph Horne Co., Pittsburgh; Gladdings, Inc., Providence; Scruggs, Vandervoort & Barney, St. Louis; Dey Brothers, Syracuse.

CONSISTENCY PAYS PRIMA BEER

Pat Flanagan Enters Sixth Year as Cubs' Air Reporter For Same Sponsor; Sales Set Record

By F. P. WAGENER
Advertising Manager
The Prima Co., Chicago

IN APRIL Pat Flanagan, sports announcer of WBBM, Chicago, will start his sixth consecutive year of broadcasting the Cubs' games for the Prima Company. We have been told that this is an unusual record for sponsorship. In the realm of sports, we believe, Pat holds a record equal to that of "Amos 'n' Andy" in the radio entertainment field. We often have been asked if this concentration on one announcer, one baseball club and one type of broadcast has not cost us many listeners, and thereby beer sales, because of the average person's desire for variety. We know the contrary to be true for several reasons.

Value of Association

FIRST, the matter of personality. We have found that long association has made Pat, the Cubs and Prima beer almost synonymous, and the combination not only holds fans but constantly makes new friends. Since personality is so important in broadcasting, it might be fitting to diverge for a moment to explain why we chose Pat.

Baseball broadcasting had been decided upon for the obvious reason that sports fans generally are beer drinkers. Pat was then, in 1928, conducting a very popular exercise and weight-reducing program over WBBM each morning. He was an interesting ad libber. There was proof that women were in the majority among his many thousands of daily followers. We believed that feminine following important to afternoon broadcasts because in 1928 radio sets in offices and public places were somewhat of a novelty. It proved so.

Wins New Ball Fans

NOT ONLY did Pat carry over to his baseball broadcasts many of his morning followers, but, because of his clear-cut and simple explanations of the game, made and still continues to make baseball fans of women who had previously thought of baseball only as a man's game, and of men who were only vaguely interested in the game. We understand Pat's Prima broadcasts are credited with a leading part in the amazing growth of women baseball fans in the last few years.

To get back to the pros and cons of one man-one program concentration in broadcast advertising. Here's a small incident, one of many which might have been considered proof of the disadvantages of our method, which gave us an idea that was turned to our profit and has resulted in Johnny O'Hara over WJKS, now WIND, Gary, doing with the White Sox what Pat had been doing with the Cubs.

One day a man at Comiskey Park stopped at a counter and asked for a bottle of Prima. Standing next to him were two men. Hearing the order, one said to the other, "There's a d-m Cub fan." Rabid White Sox fans, no doubt. But, they seem just as rabid about Prima now. It is *the* beer of Chicago's south side. Pat's marvelous success in concentrating on the Cubs' games encouraged us to sponsor another announcer on another station, following the same method with the White Sox.

PAT FLANAGAN

Incidentally, it was Pat who introduced to the world broadcasting out-of-town games via "ticker tape" and scored an extra hit for Prima. We started sponsoring all home games. One day, without previous announcement of any kind, Pat went on the air giving a play-by-play description of a game the Cubs were playing away from home. At the end of the game, Pat told his listeners, "If you want these out-of-town games regularly, write and tell us." We stopped counting after more than 9,000 letters had been received in the early mails next morning and made the out-of-town games a permanent part of our broadcasting.

Sales Prove Following

SPECIFICALLY, Pat Flanagan, WBBM and the Cubs have steadily increased the sale of Prima beer by telephone orders, through retail and distributor demand in Chicago and throughout central United States. Approximately 65,000 women have learned the habit of ordering Prima by phone while listening to the baseball broadcasts; an unprejudiced survey made and brought to us before repeal (we have never made surveys of any kind because the tinkle of the cash register has spoken eloquently enough for us) rated Prima near beer the largest selling brand in the United States; other surveys brought us have shown that during the baseball season, Pat's Prima broadcasts have an audience greater than all other afternoon programs combined.

Over a period of years, business of the Prima Company has increased over 600 per cent. While we cannot justly credit Pat or broadcasting with all of this, broadcast advertising has been our chief media since we started on the air.

It has paid the Prima Company to concentrate on the same personality and the same type of program.

Drug Chain to Sponsor League Ball Over WJSV

A COMBINED nightly sports review and run-of-schedule account, featuring sponsorship of all games played by the Washington baseball club of the American League, has been signed by WJSV, Washington. Sponsor is the Peoples Drug Stores, a District chain, and the one-year contract calls for a radio expenditure of about $20,000. Contract was signed by Harry C. Butcher, WJSV manager.

The station has taken on Arch McDonald, formerly of WDOD, Chattanooga, who has been sent to Biloxi, Miss., to watch the Washington team in training. On April 2 he starts a 15-minute nightly sports review, covering all sports, and on April 16 he will attend the opening game of the American League series in Washington, giving his review in the evening.

Thereafter, through the season, he will attend local games (which the Washington Club will now permit to be broadcast) and write notes for his nightly reviews. Out-of-town games will be covered not only in the reviews but during the afternoon schedule, play-by-play, as received via Western Union.

Quaker Oats to Sponsor Babe Ruth on NBC-WJZ

CARRYING the voice of Babe Ruth from whatever city the Yankees may be visiting, Quaker Oats Co., Chicago (Quaker puffed rice and puffed wheat), on April 16 starts a new juvenile series over 17 NBC-WJZ stations, Mondays, Wednesdays and Fridays, 8:45-9 p. m. In addition, special broadcasts are scheduled from KSTP, WRVA, WSB, WFAA, WMC, KPO and KNX as part of one of the biggest advertising campaigns in the company's history. The campaign is being backed up by extensive color comic pages and half pages in leading newspapers, and weekly prizes of trips, baseballs and baseball gloves are to be offered to members of "Babe Ruth's Baseball Club." Fletcher & Ellis, Inc., New York, is handling the campaign.

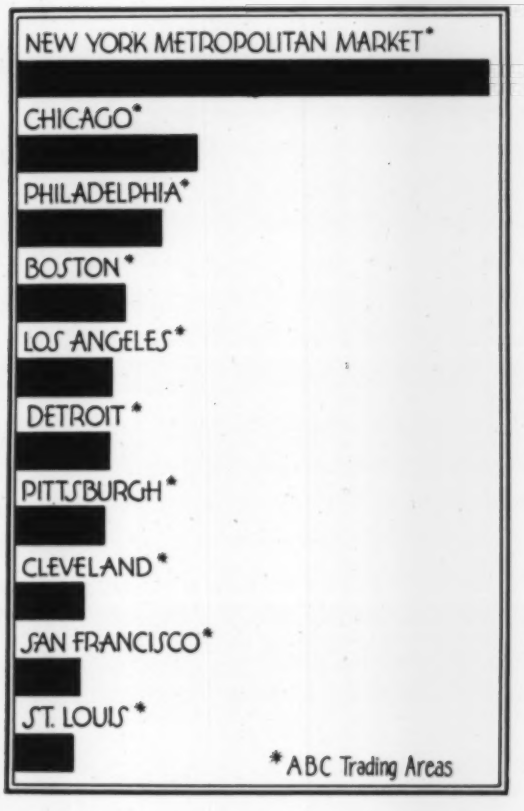
WTMJ Gets Baseball

DESPITE the fact that the St. Louis Browns will not permit its games to be broadcast, the entire 1934 schedule of the Milwaukee Brewers of the American League, owned by the Browns, will again be broadcast over WTMJ, Milwaukee, for the eighth consecutive season. Russ Winnie will again handle the games exclusively for WTMJ, and he has gone to the club's training camp at Hot Springs, Ark., to watch the team get into form and to announce a special remote control to WTMJ on April 11.

Sponsors Ball Games

ASSOCIATED OIL Co., Los Angeles, has signed sponsorship with KFWB, Hollywood, for the season's baseball games from Wrigley Field with Oscar Reichow and Jere O'Connor at the microphone. Account was handled direct.

A Bonanza Market for the Spot Broadcaster!



How America's first ten major markets compare in population.

This chart shows why WOR is one of America's lowest cost stations figured on the basis of per thousand population reached.

SPOT broadcasting is in the spotlight! Every day it is gaining greater recognition . . . from advertisers . . . from agencies . . . from transcription studios . . . even from the networks!

Spot broadcasting fits into the sales strategy of advertisers who seek to focus their activities in markets where the potentialities are greatest. Like the skilled mining engineer, these advertisers know that it pays to work the seams that are thickest. Such seams yield biggest tonnage and profits.

Metropolitan New York is a bonanza market if ever there was one! This market is so big—so rich—so homogeneous—that many advertisers under-estimate it in apportioning their sales and advertising expenditures. They therefore fail to get their full share of the business New York could give them.

Actually, in population—number of radio listeners—and in retail sales—metropolitan New York is greater than the next three great metropolitan markets combined!

A market so tremendous in size and importance naturally calls for intensive cultivation by the spot broadcaster. And intensive cultivation in the New York market calls for WOR—the station that includes all of metropolitan New York in its guaranteed service area!

WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, N. J.

Chicago: Wm. G. Rambeau, 360 Michigan Ave.
Boston: James F. Fay, Statler Bldg.

Poll of Listeners By Electric Lights

Simple Method Can Be Used Without Extra Equipment

By DR. O. H. CALDWELL
Editor, Electronics; Former Radio Commissioner

Dr. Caldwell

THERE is a very simple method by which a broadcast station can conduct listener votes, surveys, etc., using only facilities right at hand in every listener's home that has electric lights. This method involves having the listeners register their votes by each turning on an incandescent lamp for half a minute, when so requested. The total vote is thus registered by the *total additional electrical load* during this period, as measured by the electric light company at its distributing or generating station.

For example, supposing it desired to get the vote of persons listening in at a certain time, determining the number of those who prefer Eddie Cantor and those who demand Ed Wynn.

How It Works

FIRST, the announcer asks that all those who wish to take part in the vote will please turn on an ordinary incandescent lamp, perferably a 60-watt lamp, and keep it turned on while the announcer counts off 30 seconds. During this period, the switchboard attendants of the electric light company note on their instruments the sudden increase in power taken by the system. Supposing this registers 600 kw. or 600,000 watts. At once this is an indication that 10,000 listeners have turned on their lamps momentarily and are ready to vote.

Then after a full minute's wait, to give each listener time to turn off his lamp, the announcer again calls out, "Folks listening, all those who prefer Eddie Cantor, please turn on one lamp and leave it on while I count 30 seconds." If the power house switchboard meter this time records 400 kw. or 400,000 watts, this is evidence that 6,666 60-watt ballots were cast by Cantor fans.

Next the announcer calls for votes for Ed Wynn in the same way, and if this time the switchboard meter flips upwards by 200 kw., or 200,000 watts, it shows that 3,333 votes were cast for the Fire Chief. Thus by comparing the sum of the two votes with the initial test ballot, the accuracy of any vote can be checked.

Some Drawbacks

ELECTRIC light officials should be glad to assjst in taking such electrical votes, although some preparation may be necessary to make sure that several different meters are read to get the total vote—also that the balloting is attempted only when the regular electrical load is not changing rapidly owing to motors coming in and off the line.

Of course, such balloting will include only listeners in electric lighted homes on the lines of the electric companies cooperating. As such lighting company districts are usually far smaller than the area reached by even a small broadcasting station, this will have to be taken into account. But the actual number of listeners participating in the vote should be ascertained with fair accuracy.

The method is also open to the drawback that in a ballot like the above some Ed Wynn admirer might "stuff the ballot box" with a hundred extra votes for his idol by switching on and off an electric range (6 kw. or 6,000 watts) instead of a 60-watt lamp. But such illicit voting is not likely to impair seriously the over-all dependability of the results of the method.

This method will work well in the case of individual stations where the local lighting company's area conforms, but of course is not suitable for chain voting.

Photo by New York Herald-Tribune

MEASURING AUDIENCE—Dr. Nevil M. Hopkins, New York engineer, displays his Radiovote which he claims can tell whether radio listeners are tuned in and then whether they like the program. By pressing a button marked either "yes" or "no", the cumulative votes would be indicated on sensitive recording instruments at some central point.

INSTANTANEOUS LISTENER POLL

N. Y. University Engineer Claims His Invention Permits Stations to Get Reactions Immediately

AN ELECTRICAL apparatus that will make it possible for radio listeners to register instantly their reaction to a program or public question was described March 21 over WOR, Newark, by Dr. Nevil Monroe Hopkins, electrical engineer and physicist, who lectures at New York University and who was formerly connected with the navy. He called it the "Radiovoting System."

"Outstanding engineers admit," said Dr. Hopkins, "that it is entirely feasible with my radiovoting service system to hook up a broadcasting system with a public service system—a light and power plant. For example, with its substations and networks of community branches, ask a question and learn instantly how many persons of a great scattered and unseen audience are listening in to a radio broadcast program at any moment and secure their vote on any subject.

"This may be done locally, or we can secure through this radiovoting system the registration of millions of people in cities like Tokio, Berlin, Paris, London, Rome, Buenos Aires and other distant cities, and learn within a few minutes the majority will concerning any question put to them.

"In this radiovoting system, each radio receiver will be equipped with one or more simple push buttons, according to one plan proposed—three buttons altogether, one for registering 'present,' one for voting 'yes,' and one for voting 'no.'

"A broadcasting station with carrier current telemeter connections to my special high-speed chart recording instruments in a public service power station may ask every one listening in to press and hold pressed the 'present' button or 'registration button' for a few seconds. A totalization is received at the broadcasting station by way of the power station by telemeter.

"A question is then broadcast and all in favor are requested to press the 'yes' button and, in a few seconds later, those opposed to press the 'no' button. The broadcasting station then knows immediately by telemeter route through the power station not only the number of persons listening in but their sentiment.

Division Into Communities

"THIS combination radio-electrical registration and vote may be obtained within a few minutes; or, through the use of small synchronous clock chronographs which I have designed, the registration and vote may be transferred to an early morning hour or light-load portion of the power station load curve, 3 or 4 o'clock in the morning, for example, and the vote announced next day.

"This transfer of the registration and voting load to the low off-peaks and steady portion of a power-station load curve will have some outstanding advantages, as my engineer friends will immediately recognize.

"My engineer friends will also appreciate the fact that in a great city like New York or London that the registration and vote loads may be separately recorded at the various sub-stations and totalize therefrom also by telemeter. By dividing a great city into zones, therefore, and by using synchronous clock voting push buttons, we may have a very close line upon the temperament, if I may so express myself, of the residents who constitute certain communities.

Many Ramifications Seen

"IT WOULD, therefore, be possible to secure a sense of appreciation and a sense of political reaction from persons whose mentality and culture are fairly well known by our friends and sociologists. This, I think is particularly important in any great city, where we have communities of foreign born. The ramifications and possible elaborations of these mass-voting systems will occur, I am sure, to many of you.

"In invention-engineering language we speak of 'reducing an invention to practice,' which means the practical working out after the theoretical work is done. In reducing my series of radiovote-televote patents pending to practice, several complete working models were set up in the woods of a secluded part of the country.

Long Socket Ballot Box

"LATER, a demonstration was conducted confidentially before a few outstanding physicists and engineers, which system used carrier currents directed along and upon insulated wires laid upon the ground. This carrier-current radiovoting system is applicable to every town and city receiving the wires and electric service of a public service corporation and offers many advantages.

"A still later supplementary method of mass voting by great unseen scattered audiences makes each and every lamp socket a potential radiovoting station and at a cost well under $1.

"The modern and up-to-date radio will, I believe, give the listener a voice in the matter of what he wants to hear and what he does not want to hear."

WLAP Begins Operating After Move to Lexington

WLAP, former Louisville local, began operations in Lexington, Ky., March 17, as the city's only station. Using 250 watts day power and 100 watts night, the station is on 1420 kc. Mitchell Morris, formerly of WHAS, Louisville, is general manager; Sanford Helt, formerly of WKBF, Indianapolis, chief engineer, and Beecher Frank, formerly of WQAM, Miami, chief announcer.

The inaugural program featured talent from other Kentucky stations as well as local artists. Some 400 congratulatory telegrams were received, most of which were read during the initial program. Among those who attended the opening were Paul M. Segal and George S. Smith, Washington counsel for the station.

WILDROOT Co., Buffalo, N. Y. in March introduced its new product Five Star, a mouth wash, using newspapers primarily but also testing with spot time on WHEC, Rochester, N. Y.

Group Broadcasters, Inc.

. . . offers advertisers for the first time a coordinated grouping of individual stations reaching the wealthiest part of the Nation's richest market, where 2/3 of the population, 2/3 of the retail sales, and 3/4 of Radio's listening audience are found.

. . . offers these stations, leading Network affiliates, at a price that invites direct comparison in cost per thousand with that of Radio in any other form and with advertising in any other medium.

. . . delivers to advertisers with national and sectional distribution, Spot Broadcasting's local effectiveness at Network rates, or lower, with transcription manufacturing costs absorbed.

If you are interested in reaching the most people per dollar who have the most dollars to spend, we invite you to investigate:

JOHN SHEPARD, 3d—WNAC
President

Executive Committee
ALBERT A. CORMIER—WOR
Chairman
ARTHUR B. CHURCH—KMBC
I. R. LOUNSBERRY—WGR-WKBW
HARRY HOWLETT—WHK
THOMAS P. CONVEY—KWK

CHARTER
MEMBER STATIONS

WNAC—Boston, Mass.
WGR-WKBW—Buffalo, N. Y.
KYW—Chicago, Ill.
WSAI-WLW—Cincinnati, Ohio
WHK—Cleveland, Ohio
CKLW—Detroit, Mich.
KMBC—Kansas City, Mo.
WOR—Newark, N. J.
WIP—Philadelphia, Pa.
KWK—St. Louis, Mo.

and ASSOCIATE MEMBER STATIONS available in other major markets.

"THE *Best* BUY IN BROADCASTING"

GROUP BROADCASTERS, INC.

ROOM 1432 CHRYSLER BUILDING, NEW YORK, N. Y.
TELEPHONE VANDERBILT 3-3425

3300 Union Guardian Bldg.
Detroit, Mich.
Cadillac 7200

410 Wrigley Bldg.
Chicago, Ill.
Superior 3426

Russ Bldg.
San Francisco, Cal.
Sutter 0144

Canadian Stations Denied Extension Of U. S. Advertising

Rule Invoked Despite Desires Of Dominion Listeners

By JAMES MONTAGNES

Mr. Charlesworth

THOUGH many Canadian listeners want to hear American sponsored programs from local stations, the Parliamentary committee investigating the Canadian Radio Broadcasting Commission has learned through Hector Charlesworth, chairman of the Commission, that no more stations than are at present contracted for will be allowed to carry American advertising programs. At present CKAC, Montreal; CFRB, Toronto, and CKLW, Windsor, carry CBS programs, while CFCF, Montreal, and CRCT, Toronto, carry NBC programs. One of the committee members complained that many Canadian centers were not able to hear the American programs, as listeners in Toronto, Montreal and Windsor could.

The Radio Commission hearings have been going on since the middle of March. Featured have been the statements by Hector Charlesworth that patent medicine advertising, as well as fly-by-night financial promoters' talks, have been curbed since the Commission started operating a year ago. Patent medicine advertising talks must be submitted, with the medicine, to the Commission, and the medicine is turned over to the Canadian Department of Health for approval or rejection. The financial talks are referred to the provincial Security Frauds Commissions.

How News Is Broadcast

THE COMMISSION hopes to control all stations in Canada eventually, but financial stringency of the government has made it impossible to buy the 60-odd privately owned stations still operating in the Dominion.

The newscasts of the Commission, Mr. Charlesworth explained to the committee, are prepared by the Canadian Press, which has a monopoly on news in Canada and gives it free. While the Commission would prefer to buy its news, the Canadian Press will not sell, and a news organization of its own is too expensive for the Commission's budget. The news is meant chiefly for those who do not receive a daily paper, and Mr. Charlesworth estimated that 80 per cent of the population is in that category.

Other features of the hearing: The Commission employs an average of 800 artists and entertainers a week. Two or three high powered stations were needed in Canada, according to Commissioner Steel, to cost about $400,000. The Dominion Broadcasters Association, consisting of privately owned stations, urged that the Commission be abolished and a supervisory corporation be set up to regulate broadcasting of privately owned stations. The association through its spokesman, R. W. Ashcroft, stated that the Radio Commission is the worst delinquent on advertising content, using sponsored programs on its own stations.

In the interim report of the Commission, tabled in the House of Commons, expenses of the Commission were shown to be $732,342 for the period from April 1 to December 31, 1933.

* * *

THE DISPUTE between the Canadian Performing Rights Society and the Canadian Radio Commission was concluded in Montreal by the purchase of a license to play 16 of the Society's selections. The Commission paid $5,000 for the privilege plus the court costs.

* * *

BECAUSE the government is having difficulty collecting the annual $2 listening fee, a motion was placed before Parliament to tax radio tubes 50 cents or 75 cents each at the time of purchase. Radio manufacturers as well as dealers are against this means of collecting revenue from broadcast reception.

* * *

TWO SHORT wave stations have been added to the list of stations now broadcasting all Commission programs. CJRX and CJRO, both at Winnipeg, the first on 11,720 kc. (25.5 meters) and the second on 6150 kc. (48.8 meters), are expected to improve the Commission's service, especially to the northern sections of the country.

Town Buys Time

LACKING a station of its own, the town of Altavista, Va., has purchased time over WLVA, Lynchburg, Va., to promote its chief industry—the manufacture of cedar chests. A half hour program over WLVA, on Saturdays, was started March 24 and is sponsored by 12 of Altavista's business concerns. The program is handled by John Taylor, known as the "Voice of Altavista" and features an unidentified pianist and songster.

Actress Files Suit

A $100,000 damage suit against NBC and KFI, Los Angeles, the program sponsor and individuals who participated in the broadcast, was filed in federal court in Los Angeles March 24 by Ginger Rogers, screen star. She alleged that in a broadcast over an NBC network from the west coast March 20 she was impersonated by a radio actress in a fashion which injured her standing in the profession. The program was sponsored by a baking company.

NBC-Durante Sued

THE NBC and Jimmy Durante, the comedian who appeared on the Chase & Sanborn and Royal Gelatine programs, are named joint defendants in a $100,000 plagiarism suit filed in the federal district court in New York March 21 by Alfred Kreynborg, writer. Kreynborg charged that Durante has used several of his copyrighted poems on the radio and at night clubs and theaters in the face of "due notice of his infringement."

Standards for Research Surveys Set by AAAA

SIMPLE STANDARDS for use in judging the soundness of market and advertising research studies have been set up in a memorandum entitled *Questions to Ask in Appraising Market and Advertising Research*, issued by the research committee of the American Association of Advertising Agencies. The committee developed the check list after examining a number of important surveys issued during the last three years, in an attempt to find their weak spots, to detect fallacious trends, and to discover their real values.

The committee consists of the following: L. D. H. Weld, McCann-Erickson, Inc., New York, chairman; Kenneth A. Grubb, Daniel Starch & Staff, Cambridge, Mass.; D. E. Robinson, Federal Advertising Agency, Inc., New York; Chester E. Haring, Batten, Barton, Durstine & Osborn, Inc., New York; and Richmond Watson, J. Walter Thompson Company, New York.

The check list was sent to 36 other research men connected with agencies, with publishers, with independent organizations, and with universities, seeking their critical comments and suggestions, many of which have been included in the final draft.

Copies of the "Questions to Ask" may be obtained from the AAAA headquarters, 420 Lexington Ave., New York, at 25 cents each.

WOR Extends 'Booster' Announcements to WGN

THE RECIPROCAL "booster" announcements employed by the Yankee Network and WOR, Newark, as reported in the March 15 issue of BROADCASTING, have been so successful that the idea has been extended by the latter station to cover a similar interchange with WGN, Chicago. WGN now offers a weekly half-hour sustaining program with three announcements citing the merits of WOR, and the latter station has taken another sustaining program to be used in the same way the "Moonbeams" presentation was adapted to draw attention to the Yankee Network. If the interest aroused by the Chicago experiment is as great as that provoked by the exchange with New England, it is probable that a west coast tieup also will be made by WOR.

NBC Campaign Exhibits

NBC's Sales Promotion Department in New York has completely revised and brought up to date its merchandising exhibits of NBC clients. These new exhibits show the various steps in the individual campaigns—starting with preliminary announcements, salesmen's portfolios, dealer broadsides, and the like. Each unit in a campaign is displayed in the order of its use. The latter part of the exhibit is composed of complete campaigns of various clients. Similar exhibits are maintained in the Chicago and San Francisco offices.

AUTHORITY to extend until Oct. 27, 1934, the completion date for the removal of KYW, Chicago, to Philadelphia, has been granted by the Radio Commission.

Audience in Studio Dropped by WMCA

Executives Felt Artists Played Too Much to Galleries

RUNNING counter to the trend recently set by the networks, which have been enlarging their facilities for accommodating the public at major commercial broadcasts, WMCA, New York, has eliminated the "Little Theatre of the Air" in which it formerly housed an audience of 300, in the belief that the system is bad for the radio listener.

The "Little Theatre" was inaugurated in 1927 and was the forerunner of most of the studio audience and auditorium programs that have been developed to give the performers a personally-present audience, with the resultant applause, rather than the "dead pan" of the microphone.

Executives of WMCA felt that the increasing number of complaints from radio listeners that artists were playing too much to the audience that was physically present, and too little to the dialers, must represent a genuine cause for complaint. After extensive investigation, they decided to eliminate the system altogether. If a sponsor insists on having an audience, it can be accommodated with a glass screen separating it from the performers.

It has been contended that many artists, particularly comedians such as Ed Wynn, need an audience present to create the illusion to which they are accustomed in the theatre. On the other hand, many teams of comedians have developed a habit, or rather have not abandoned the stage habit, of getting many of their laughs by gestures and facial expressions. Since they hear laughter from the audience before them, they feel that the show is satisfactory, while such incidents as these provoke large quantities of fan mail complaining that the listener in his home is left with the feeling that he is "out of things."

New Station Authorized At Lansing on 1210 kc.

SUSTAINING former Examiner Elmer W. Pratt, the Radio Commission March 22 granted the application of the Capital City Broadcasting Co. for a new station at Lansing, Mich., to operate on 1210 kc., with 100 watts night power and 250 watts day, unlimited time. The applicants are Harold F. Gross, M. B. Keeler and L. A. Versluis.

Simultaneously, the Commission denied similar applications filed by Herman Radner of Lansing, sustaining Pratt, and by the *Lansing State Journal*, sustaining Examiner R. L. Walker.

NAB Board Meeting

A MEETING of the board of directors of the NAB will be called by President Alfred J. McCosker late in April or early in May. In addition to considering matters relative to the broadcasting industry code, which probably will be revised in the interim, the board also will consider selection of a city for the 1934 convention to be held in the fall.

in the rich

San Francisco and Northern California Area

Stations KPO and KGO, NBC's San Francisco outlets, are important factors in selling this rich market. Spot advertisers, using one or the other, have built up a record of results which speaks for itself. For complete rate, coverage and result information contact either station or any of the offices listed below.

KPO
KGO

NBC LOCAL SERVICE BUREAU

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO & KGO

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

Don't Cry

You already have:

Sixty-five local accounts.
Ten nationals via Columbia Broadcasting System.
One and one-half hours daily largest department store in the Southwest.
Only full-time station in Eastern Oklahoma.
Only Columbia outlet in Eastern Oklahoma.
Sixteen thousand visitors in eight weeks.
Over two thousand fan letters.
Complete Western Electric equipment.

America's most reasonable rate card

Wire or Write for Additional Rates or Information

Tulsa Broadcasting Co., Inc.
W. C. GILLESPIE, Vice President

KTUL

Tulsa, Oklahoma

Sirovich Plans Measure For Education Network

NOTICE that he is preparing a bill to authorize the federal government to erect a network of short wave stations over which leading educators could deliver lectures and stage programs of a purely cultural nature was given at House hearings on the McFadden bill March 20 by Rep. Sirovich (Dem.), of New York, who is also chairman of the House committee handling copyrights. Rep. Sirovich said he wanted a "National Radio University of the Air," through which educators could reach the working classes in their homes between 7 and 11 p. m., which he called the most favorable listening hours. He said he is getting expert Radio Commission help in framing his bill.

M. H. Aylesworth, NBC president, when asked what he thought of the project, replied that NBC would like to get such a feature for itself. Rep. Sirovich said many eminent college presidents and leading educators object to speaking over commercial stations and networks. Mr. Aylesworth then remarked that he was convinced that educational radio would eventually be conducted over the existing system under the auspices of a special foundation, liberally endowed and having plenty of time on the air.

'33 Gross Farm Income Shows Over Billion Gain

GROSS FARM income in 1933 was about $6,383,000,000 or $1,240,000,000 more than in 1932, according to estimates by the U. S. Bureau of Agricultural Economics. This increase of 24 per cent is shown to be due chiefly to increased prices for crops and to benefit and rental payments by the Agricultural Adjustment Administration. (Benefit and rental payments will approximate $289,000,000.) The 1932 gross income from production was $5,143,000,000, in 1931 it was $6,911,000,000, and in 1929 it was $11,918,000,000.

Estimates by the Bureau of Agricultural Economics are made for each major crop or other source of income, so that it is possible to determine roughly the amount that was added to the income of the southern cotton growers, western cattlemen, etc.

DANCE TILL DAWN
WCKY Broadcasts Disc Music From 1 to 5 A. M.

HAVE YOU ever gone to a Saturday night party that "just died" because it was impossible to tune in good dance music in the wee, sma' hours of Sunday morning?

L. B. Wilson, president of WCKY, Cincinnati, believes there are thousands who have that experience regularly. And that is the raison d'etre for WCKY's new "Dance Till Dawn Party," which is on the air from 1 to 5 o'clock every Sunday morning. Previously, WCKY had remained on the air until 1 a. m., with NBC dance bands. But now, after network service ceases, the station broadcasts transcriptions of the finest dance orchestras, produced by the World Broadcasting System.

The program, in effect, is "WCKY's Night Club of the Air," and the dance rhythms are continuous during the four hours, with no interruptions except the necessary station announcements.

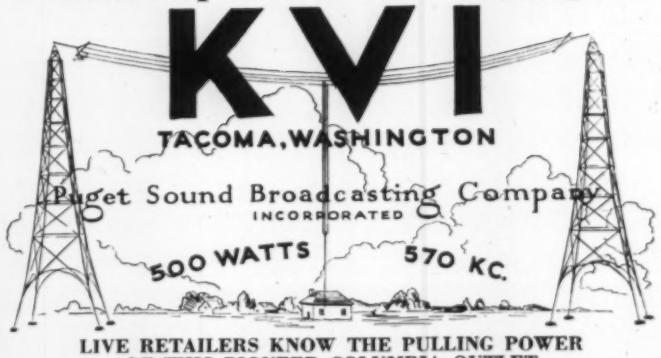
Closer Program Check Planned by WOR Board

IN ORDER to inspect more closely both programs and talent the program board of WOR, Newark, has been enlarged to include nearly every executive on the station. Heretofore, the board organized the programs, supervised the first rehearsal and broadcast and then delegated a production man to report on any lapses or letdowns of station standards. In addition to the six members of the board, all the executives of the station will be required to give their opinions on program values and these votes will determine whether a program will stand or fall.

Lewis Reid, program director of the board, will preside at weekly meetings and generally direct the new system. He will be assisted by Robert I. Wilder, program manager; George Shackley, music director; Philip Thorn, continuity editor; Adolph Opfinger, studio manager, and Joseph Harty, head of the copyright department.

CINEMA SOUND EQUIPMENT Co., 8572 Santa Monica Blvd., Los Angeles, heretofore engaged mainly in sound work for film activities, will now also record on discs and wax for radio purposes.

National Advertisers Check KVI Leadership in Western Washington



LIVE RETAILERS KNOW THE PULLING POWER OF THIS PIONEER COLUMBIA OUTLET

Bureau to Decide Depreciation Rates
Six-Year-Life for Equipment Will Be Used as Base

DEPRECIATION rates for federal income tax purposes applicable to equipment used in broadcasting stations will be determined by the Bureau of Internal Revenue on the individual merits of each case, but the bureau will use a six-year life term as a starting point for all cases, the NAB has been notified.

In a letter to all stations March 23, Philip G. Loucks, NAB managing director, called attention to the action. He pointed out that the NAB, after protracted study, had concluded that the life of broadcasting equipment for the average station is four years, and therefore should be depreciated at the rate of 25 per cent per annum. The full text of Mr. Louck's letter follows:

As you know the Bureau of Internal revenue has had under consideration for some months the question of proper rates of depreciation for federal income tax purposes, applicable to equipment used in the business of broadcasting. The National Association of Broadcasters, through its tax committee, was afforded the opportunity of cooperating with the bureau in its study of this subject. The association immediately sought the advice of many leading engineers in the broadcasting industry, experts in their lines, and finally submitted a brief to the Bureau of Internal Revenue setting forth the views of the engineers that the life of broadcasting equipment for the average station should be four years, resulting in a depreciation rate of 25 per cent per annum.

After studying the brief of the association, the Bureau of Internal Revenue reached the conclusion that it was not practicable to promulgate an official bulletin on depreciation rates for this industry, since there were so many different elements affecting different concerns engaged in the business. The bureau considered that each case should be decided on its individual merits and that a six-year life should be used as a starting point for all cases, and that if the facts in individual cases justified lower rates of depreciation, lower rates would be allowed on the basis of such facts.

Upon the recommendations of the tax committee of the association, no further action will be taken on this subject at this time.

Special Crime Feature

DRAMATIZING the crime prevention ideas of Senator Royal S. Copeland, of New York, who is chairman of the President's Committee on Crime Prevention, J. C. Eno, Ltd., New York (Eno Salts) will stage two special broadcasts in April—one on KNX, Los Angeles, April 5, and the other on KPO, San Francisco, April 6. The Senator's discussion will not be given as a speech but as part of a dramatic program in which his ideas on crime prevention will be brought out in the dialogue of a story with Spencer Dean and Dan Cassidy, the Crime Clues detectives, in his home. N. W. Ayer & Son, Philadelphia, handles the account.

KWYO are the call letters assigned by the Radio Commission to the Big Horn Broadcasting Co. licensed March 2 to operate a new 100-watt station on 1370 kc. at Sheridan, Wyo.

CLARA, LU AND EM

THE W-G-N TRANSMITTER AT ELGIN, ILL.

TOM, DICK AND HARRY

W-G-N SALUTES THE NATION

On Its Tenth Anniversary With

A NEW 50,000-WATT TRANSMITTER

WAYNE KING and his orchestra

QUIN A. RYAN Manager of W-G-N

IREENE WICKER "The Singing Lady"

SHIRLEY BELL as "Little Orphan Annie"

RALPH GINSBURGH and his ensemble

PIERRE ANDRE

BESS FLYNN as "Mother Moynihan"

VIRGINIA CLARK as "Helen Trent"

FATHER EUGENE O'MALLEY and his Paulist Choristers

RALPH JUUL as "Just Plain Bill"

EARL BURTNETT and his orchestra

FREDERICK STOCK and the Chicago Symphony Orchestra

ADOLPHE DUMONT W-G-N Concert Orchestra Director

WGN

Chicago Office—Chicago Tribune Tower. New York—Edward W. Wood, Jr., New York Daily News Building.

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . SUPERIOR PROGRAMS . . . 50,000 WATTS POWER
CLEAR CHANNEL . . . INTENSIVE COVERAGE IN CENTRAL FIVE STATES

WGN

BOB BECKER

PAT KENNEDY

FRANCIS X. BUSHMAN

RICHARD COLE and his orchestra

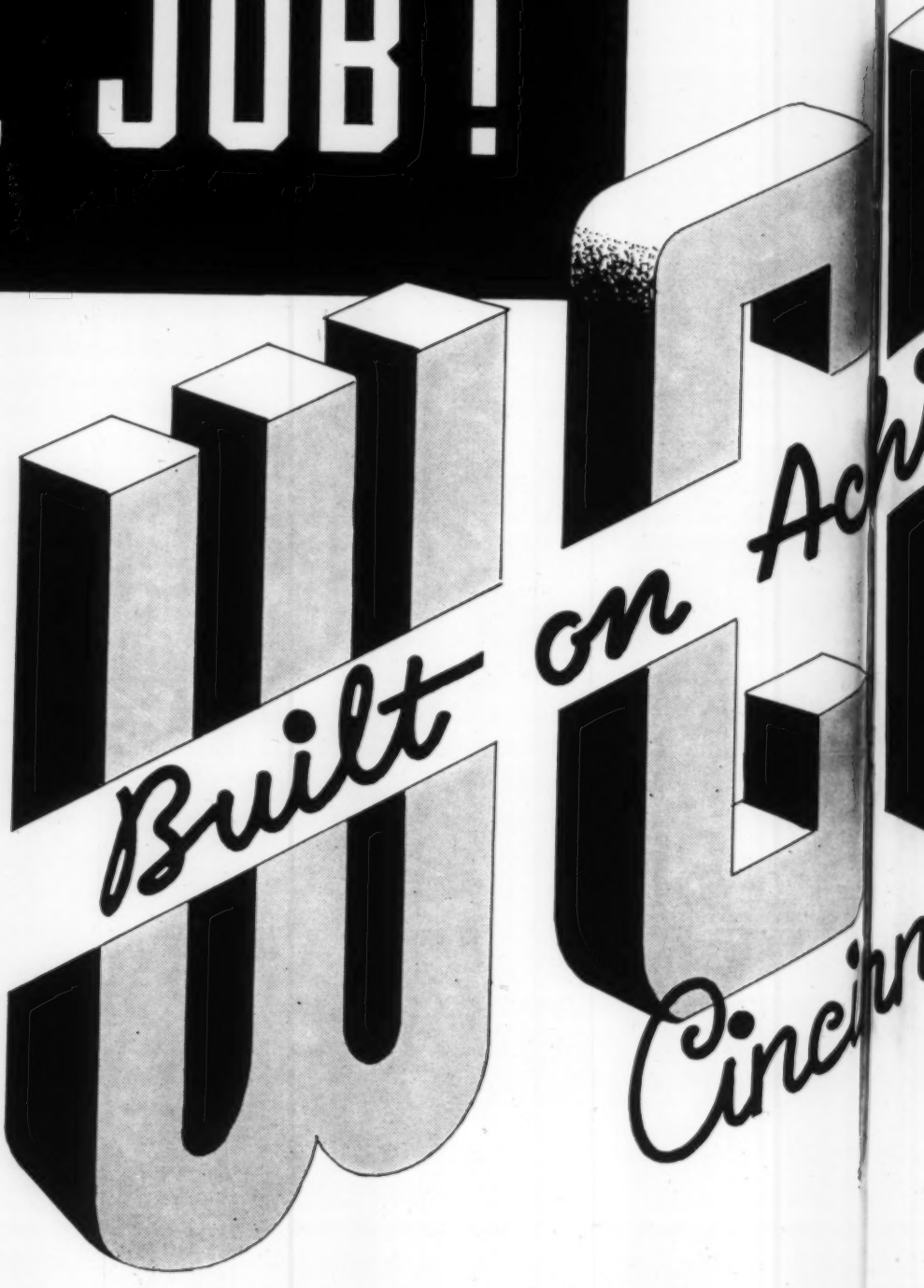
ARTHUR SEARS HENNING

JAN GARBER and his orchestra

JOHN HARRINGTON

BOB ELSON

DOING *the* REAL JOB!



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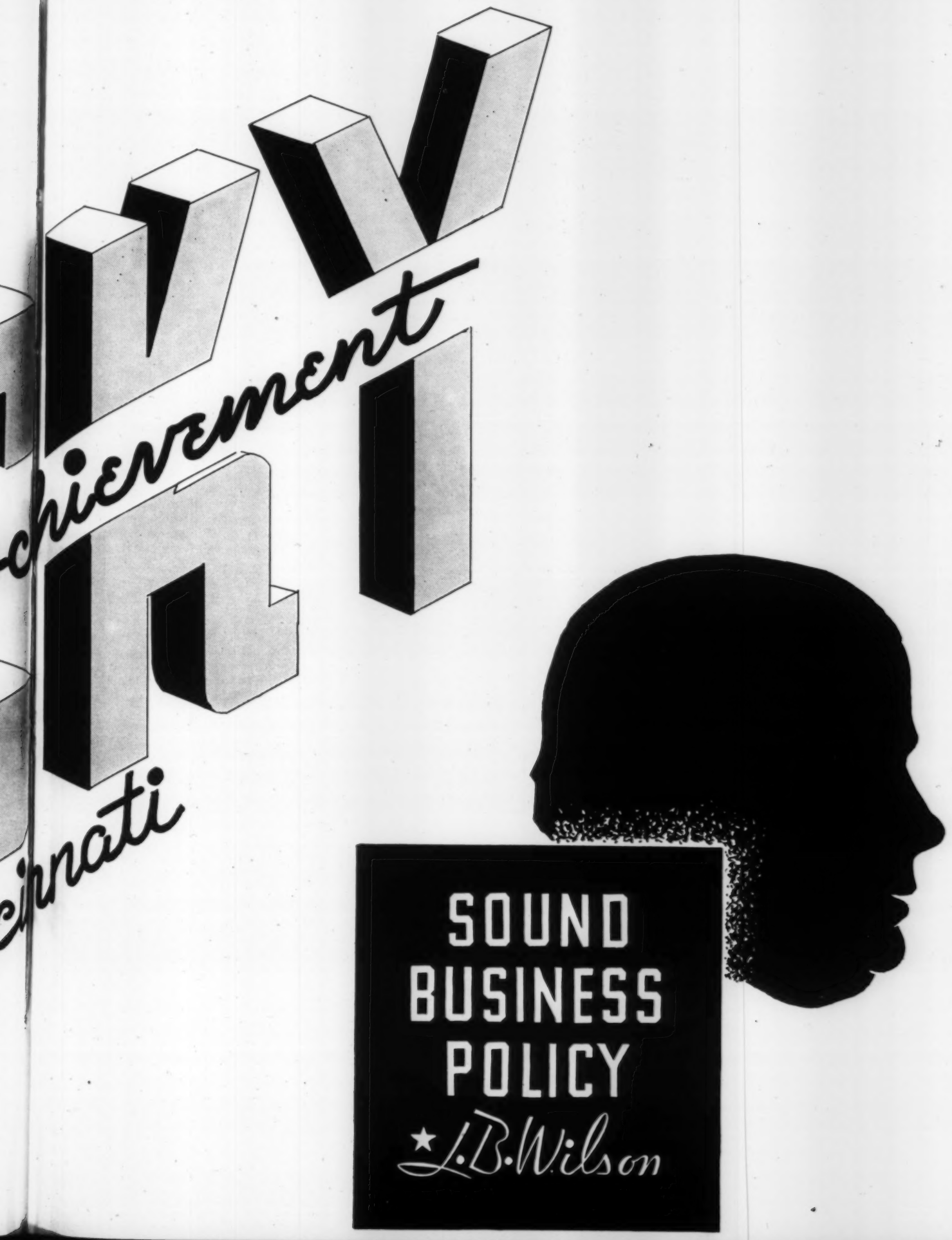

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The Radio Flood Rises

THREE in every five homes in the United States with a radio! That does not count extra sets or automobile radios. What a splendid record for American broadcasting, for all this has been accomplished in not much more than a dozen years. And the record of 18,000,000 homes radio-equipped is undoubtedly a cogent answer to the question whether the American public likes the programs, by and large, which the broadcasters are serving them.

The most significant thing about the radio census which CBS has so splendidly brought up to date, is the fact that the state returns show very large increases in radio ownership in those states which were extremely low in the 1930 federal census. This is but natural, for the radio set makers and distributors were enabled by the 1930 guide to concentrate their selling activities in those states.

Also interesting and significant is the fact pointed out in the CBS report that old radio owners spent $65,000,000 on new sets, while $50,000,000 more was spent for new tubes in 1933. This total expenditure was greater than the subscription intake for all national weekly and monthly magazines combined during the same year!

Insult Upon Injury

IF EVER there was a display of misguided bureaucracy by a government official, we have it in the latest move of Division Administrator Rosenblatt of NRA.

His "recommendation" to the radio Code Authority that it immediately consider a 10 per cent boost in salaries and what amounts to a 25 per cent increase in personnel discloses either an amazing ignorance of what the broadcasting business is about, or a deliberate effort to undermine the industry. The administration's industrial recovery drive, as we understand it, is designed to do just what it says—revive industry, and revive it to the 1929 peak.

Mr. Rosenblatt's "suggestion", if enforced, would scuttle broadcasting. It is heaping insult upon injury, for we know of instances where small stations—the New Deal's vaunted "little fellows," if you please—were all but forced out of business by invoking the provisions of the code as it stands.

But the Rosenblatt dictum would do more than simply wreak economic turmoil in broadcasting. It would force broadcasters to cram substantially increased rates down the throats of their advertisers in order to offset the tremendously increased overhead. Many of them can't afford it. Instead of accelerating recovery it obviously will frighten business away, and tighten things up all down the line of commodity groups using the radio. Is that helping business?

The broadcasting industry's ready cooperation with NRA has won the plaudits of recovery leaders. The broadcasting code has been acclaimed as a model by NRA officials. On the publicity side, President Roosevelt has publicly expressed his gratitude for the way in which stations and networks have given of their time to put the Blue Eagle over. General Johnson on two occasions has stated over the air that NRA success would have been impossible without the aid of radio.

Maybe Mr. Rosenblatt doesn't know about these things. Maybe he doesn't know that the administration's aim is to equal the 1929 employment and wage peaks, and that the broadcasting industry is far beyond its mark in that respect now. He ought to know because he is the NRA official in charge of the broadcasting industry code.

Under Constant Duress

HEARINGS in Congress on the McFadden bill, as reported elsewhere in this issue, serve to give some idea of the constant duress under which American broadcasters operate. An organization calling itself non-religious, but making attacks on organized religions its major plea, wants "equal opportunity" to use the radio. The networks and many stations have refused it time on the air. So it goes to Congress with some 2,500,000 signatures to petitions, obtained in an ingeniously organized house-to-house canvass, in which the public was asked not whether it believed in that organization but whether it believed in freedom of religion and freedom of speech. It gets a respectful and protracted hearing, at which charges and countercharges are made of "network influence," "Catholic domination," "Wall Street fears," etc.

The answer to the McFadden bill is obvious. If every one of the 232,150 churches in the United States and their membership of more than 50,000,000 persons were granted the free use of radio, there would be no time on the air left for the entertainment features that the people demand most. Add to this the demands of the educators, labor, charity, cooperative organizations and others who would be granted, not collectively but individually, an "equal opportunity" on the air, and there simply would be no acceptable radio.

The McFadden bill was effectively squelched by the force of common sense prevailing against pseudo and self-anointed theological argument. It took organization on the part of the broadcasters to present the common sense side. The case put forward by the representatives of the NAB, NBC, CBS and the major religious faiths (who are wholly satisfied with the equal treatment radio affords them) was sound and effective. They are to be lauded for having the situation so well in hand.

The RADIO BOOK SHELF

RALPH D. BLUMENFELD, one of the builders of *The London Daily Express*, is not afraid of radio. He says in his little volume of recollections, "The Press is My Time," that far from being a rival to the newspaper the radio is in reality a powerful ally. He stresses the argument that the broadcasting of news is "tied to the discipline of the clock." The news is read out at certain times and must be then listened to. What radio news does is "to stimulate the listener's interest and send him to his newspaper for verification and further enlightenment."

Mr. Blumenfeld is not afraid of television. It is conceivable that visual broadcasting can be developed so as to throw a newspaper page on a screen for the public to read. But the time factor remains. The page must be read before it vanishes.—From the *New York Times*.

HOWARD S. LE ROY, Washington attorney and secretary of the American Section of the International Radio Committee, has just issued a *Revised Outline of Notes on Air Law*, which he prepared for use in his course on that subject at the National University Law School, Washington. The outline is comprehensive in form and scope but not exhaustive as to subject matter, according to the author. It contains notes, citations and bibliographies organized in outline form and is subject to annual revision as developments occur in the fields of radio and aeronautics.

Boobs for ASCAP

WHAT BOOBS we broadcasters can sometimes be! One of the most barefaced pieces of ASCAP propaganda, under the guise of a popular song, is actually being put over through radio's own microphones. Even the big networks, presumably very vigilant about what is broadcast, have fallen frequent dupes. It has been going on for a year or more. It is still going on.

We refer to the alleged song titled "Poor Little Popular Song," which we last heard Fanny Brice perform the other night. The lyric tells how a poor composer's masterpiece is written in November and killed by December—on the radio! If it were a tuneful piece, there might be some merit in its performance. But it has neither tune nor lyric worth hearing. It is a "plant" on radio if ever there was one, and it would not surprise us to learn that ASCAP actually had it on the restricted list at one time to whet interest in it!

We Pay Our Respects To—

BURRIDGE DAVENAL BUTLER

IT TOOK Burridge Davenal Butler, president of the Agricultural Broadcasting Co., operating WLS, Chicago, to blast the oft-expounded theory that radio is exclusively a "young man's game." If you happen to know Mr. Butler, you would realize that this was not unusual, because his entire background has been that of a militant newspaper publisher whose later as well as youthful energies have always been directed toward the unorthodox.

This month WLS observes its tenth anniversary as the "Voice of Agriculture." On Feb. 5, last, Burridge Davenal Butler observed his sixty-sixth birthday. He had taken over active charge of WLS six years before, and in that short time has seen that station under his guidance establish for itself a unique place in the radio firmament. It is recognized as the nation's foremost agricultural station—one which weighs every program with a view primarily to appeal to the farmer and the farm family.

Two major industries—journalism and radio—claim Burridge Butler. He is a colorful, outstanding figure in both. A giant of a man, he towers six feet three. He exudes tremendous driving energy. His keen sense of the fine arts, like music, art and literature, always bobs up in conversation. But he admits he would rather run a small neighborhood newspaper, on which he could do the reporting, than head the biggest utility.

Mr. Butler maintains a citrus ranch near Phoenix, Ariz., where he spends most of his winters. His pet agricultural hobby is growing cactus, and he roams the deserts contiguous to his ranch and sometimes far away into Mexico and California to gather the many species of that plant. Whenever he visits Washington, he always finds time to go to the Congressional Library, where he thumbs through rare old volumes for hours.

WLS is operated in conjunction with the *Prairie Farmer*, America's oldest farm paper, which Mr. Butler acquired a quarter of a century ago. Previously, the station was operated by Sears, Roebuck & Co., which still retains a minority stock interest in it.

Burridge Davenal Butler is the son, grandson and great-grandson of clergymen. He was born in Louisville, Ky., Feb. 5, 1868. He left home in his early 'teens after attending the public schools. Successively, he sold papers and worked in a steel mill and as a street car conductor. He was discharged from the latter job for letting an old lady ride when she couldn't pay her fare.

In 1885 he entered newspaper work at Grand Rapids, Mich., as a reporter, later becoming an editor. One of his prideful reportorial achievements was his coverage of the Johnstown flood which he wrote for the Associated Press. Later he shifted to advertising, and from 1894 to 1899 he was an advertising manager in Chicago. The smell of printers' ink again converted him, and in 1899 he went to Omaha to found the *Omaha Daily News*. The following year he founded the *St. Paul Daily News*, and three years later the *Minneapolis Daily News*. He also acquired interests in the old *Kansas City World*, the *Des Moines News* and other middle western publications.

It was in 1909 that Mr. Butler disposed of all his newspaper interests and purchased the *Prairie Farmer*, which had been founded in 1841. When an opportunity to enter radio came along, he seized upon it with the conviction that a broadcasting station could do much for the farmers and would be an ideal companion for the farm publication.

Few people knew about his many philanthropies. Among other things, he has financed 50 boys and girls through school. During the World War he was Illinois state director of the U. S. Boys Working Reserve. He is a member of the National Council, Boy Scouts of America; chairman, western division, National Federation of Boys Clubs; president, Union League Foundation for Boys Clubs, and trustee of Blackburn University, a self-help school for boys and girls.

Around WLS studios, Mr. Butler often has been heard advising his staff in this fashion:

"Don't ever try to be clever or smart. When you talk or sing, if you can't do it from the heart, don't do it at all. Never forget the little home, with father and mother and a crop of young American citizens growing up. That home is the greatest institution in the world."

Yet Mr. Butler does not look upon a radio station as merely a philanthropic and non-profit making enterprise. In his staff talks he has emphasized over and over again that the station must earn enough money to pay its bills, but that the only way it can justify its expense is to deliver high quality service. In organizing the WLS staff, he has followed the newspaper formula, dividing the work into two parts, commercial and editorial. Program activities, of course, fall in the latter category.

Mr. Butler's first wife, the former Winifred Whitfield, of Grand Rapids, died in 1904. He married Ina Hamilton Busey, of New York, in 1906. They maintain their home at Hinsdale, Ill. He is a member and former president of the Agricultural Publications Association, and a member of the Chicago Historical Society, the Art Institute of Chicago and the Masons. He attends the Christian Disciples Church. Among his clubs are the Union League, Hinsdale Golf and Collectors' Club (New York).

PERSONAL NOTES

STANLEY E. HUBBARD, manager of KSTP, St. Paul, has been appointed a Kentucky Colonel by Gov. Ruby Laffoon in recognition of his services to Kentucky in establishing the first commercial air line in the country, Louisville to Cincinnati, in 1919. The air field at Louisville now known as Bowman Field was previously called Hubbard Field. Mr. Hubbard was also a wartime Army aviator.

SEAMUS CLANDILLON will shortly resign as director of broadcasting at Dublin, Irish Free State, after 10 years service. He will return to Local Government Board, which lent him to the Department of Posts and Telegraphs.

A. L. GLASMAN, general manager and editor of the *Ogden* (Utah) *Standard-Examiner*, has been named president of the corporation operating KLO, Ogden, which is controlled by Earl S. Glade, manager of KSL, Salt Lake City.

LEO J. FITZPATRICK, vice president and general manager of WJR, Detroit, returned to his office March 23 after a brief vacation in Florida. His wife and son are still in the south.

NAYLOR ROGERS, general manager of KNX, Hollywood, has returned to his desk after an absence of several months due to a throat operation.

NEIL TUTTLE, formerly of WGN, WBBM and KYW, all of Chicago, has joined WLTH, Brooklyn, in a commercial capacity.

LOUIS G. CALDWELL, Washington radio attorney, has been appointed to the fireworks committee of Washington's annual cherry blossom festival. On the publicity committee are Frank M. Russell, Washington vice president of NBC, and Harry C. Butcher, manager of WJSV.

L. B. WILSON, operator of WCKY, Cincinnati, has returned to his desk after vacationing for several months in Miami.

WALTER E. MYERS, New England representative of NBC and manager of WBZ and WBZA, is serving as a member of the Board of Judges making awards in the 1934 Better Copy Contest of the Public Utilities Advertising Association. The committee on awards was drawn from utility advertising representatives in all parts of the United States and Canada. Mr. Myers was seated on the Board of Judges as president of the Advertising Club of Boston.

FRANK E. MASON and John C. Royle, NBC vice presidents, were guests at the National Press Club's jubilee party March 24 which was addressed by President Roosevelt and for which the Revelers Quartet were guest stars.

A. B. HENDRY, commercial manager of WIL, St. Louis, returned to his desk on March 12 after an enforced absence due to illness.

BUD CHERRINGTON, formerly with KFEQ, St. Joseph, Mo., has been named manager of WACO, Waco, Tex. C. B. Ellis has joined the WACO commercial staff, and Miss LaVert Gellatly, formerly with KFLM, Beaumont, is now secretary of WACO.

BEHIND THE MICROPHONE

LEW FROST, program director of NBC, San Francisco, returned from Hollywood in late March and announced the appointments of John Kraft, Hollywood radio and picture writer, and Jack White, to the production staff. Frances Minton, formerly on the Women's Magazine of the Air staff, also has been added to the continuity department.

H. C. CONNETTE, originator and first writer of the NBC serial "Memory Lane," along with Mel Frey, has been added to the continuity and production staff of KYA, San Francisco. George Gibson Davis, long with Sherman Clay and Co., music house, as their radio representative, is also on KYA doing a children's hour.

HAROLD BOCK has joined KFRC, San Francisco, to handle publicity for that station. CBS publicity continues under the direction of Harry Elliott and staff. Bock was formerly in the news bureau of NBC in that city.

CHARLES WARREN, formerly of WGR, Cleveland, has become program director of KTUL, Tulsa, Okla.

PAT FLANAGAN, sports announcer of WBBM, Chicago, on March 26 went to Cedar Rapids, Ia., to address the business men there in connection with their plans for financing a baseball club in the Western League.

J. HOLLIS SMITH, formerly with WGBB, Freeport, N. Y., has joined WBT, Charlotte, as production director. He formerly handled the "Hollis Smith and Lina Anger" feature on WOR, Newark.

BILL FARREN, sports announcer of WNEW, Newark, celebrated his 15th anniversary on the radio March 24 with a special dinner tendered him by his colleagues. He formerly was the Teaberry sports announcer on KDKA, Pittsburgh.

MARQUIS SMITH, formerly heard on WSB, WMC and WNBR, has joined WLS, Chicago, as master of ceremonies. With him are the harmony team of Peggy and Steve (Mr. and Mrs. Woody Smith) who formerly were on the "Songsmiths" program on KMBC, Kansas City.

JAMES A. DAVENPORT, formerly with WENC, Americus, Ga., has joined the staff of WSB, Atlanta.

CARL LELKE, pianist, and James Wilson, announcer, together have replaced Leonard Drueding as program director of WWL, New Orleans.

A. L. ALEXANDER, chief announcer of WMCA, New York, is completing a book on radio.

DICK CONNOR, manager of KRKD, Los Angeles, and also "city hall radio reporter" for the last five years, has resigned his managerial post. He will, however, continue to broadcast from the city hall to KRKD twice daily. He will hereafter devote the major portion of his time to the Southern California Network as director of civic broadcasts, a newly created post. Programs from the city hall studios will be carried to KFWB, KMPC, KFOX and KFXM.

E. J. HALING has been transferred from the technical division of KTAT, Fort Worth, to the publicity and continuity division.

RAINE BENNETT, news commentator for the *Los Angeles Post-Record*, has resigned to devote his attention to writing and as KFI's "Poet of the Air."

ANDY POTTER, formerly with WFBL, Syracuse, N. Y., has joined KGGC, San Francisco, as chief announcer.

LEONARD JOY, former musical director of RCA Victor Co., and conductor of many successful radio presentations on the networks, has joined WNEW, Newark and New York, as musical director.

HOMER and WALTER CALLAHAN, featured on WWNC, Asheville, N. C., will return to New York in April to make a new series of recordings for American Record Co. Homer Callahan was married at Greenville, S. C., March 17.

AL FOX, who has been announcing and managing a midnight program on KGFJ, Los Angeles, for more than a year, in March joined KFAC, Los Angeles.

ARCH SOUTAR, former newspaperman, has been added to the program staff of WFEA, Manchester, N. H., doing continuity preparation and announcing.

ALPHA STALSON, formerly with WMAQ, Chicago, and WCCO, Minneapolis, is the first woman announcer to be added to the staff of WTMJ, Milwaukee. She appears on the morning "Party Line" program and handles the "Woman's Point of View" afternoon feature. On WMAQ she appeared with Russell Pratt for four years in "Topsy Turvy Time."

GRADY COLE, news commentator and radio columnist, who has been broadcasting for five years over WBT, Charlotte, N. C., has just been signed to present a program for a fourth firm. His sponsors now are: B. C. Headache Tablets, Stewart-Warner Radios, Cole Manufacturing Co. (farm implements), and Willard Tablet Co.

BUREN ROBBINS, formerly of WOC-WHO, Des Moines, has joined the announcing staff of WSGN, Birmingham.

FRANK BLACK, NBC music director, has been elected to honorary membership in the White House Correspondents' Association.

SANDY MEEK, formerly of WBBM and KTAT, has been transferred to KTSA, San Antonio, as program director.

L. F. MAWHINNEY, recently appointed publicity director for KNX, Hollywood, has also taken over the direction of its news bureau.

JESSE L. MILBURN has been appointed program director of WACO, Waco, Tex.

ALEX KIERSEY, former newspaperman, has joined the staff of KTHS, Hot Springs, Ark., as an announcer.

ROBERT B. COCHRANE, night supervisor of WWNC, Asheville, N. C., has resigned to join the news staff of the *Baltimore Sun*.

Benjamin Soby

BENJAMIN SOBY, head of Benjamin Soby & Associates, of Pittsburgh, and widely known as a radio audience survey expert, died suddenly March 15 at his home following a heart attack. He was in his early fifties. The radio organization will continue with Benjamin E. Soby, son of Mr. Soby, as its head. The elder Mr. Soby for a number of years was in the advertising department of Westinghouse, later becoming sales promotion manager of KDKA. In 1931 he joined KQV, Pittsburgh, as sales promotion manager, and shortly afterwards formed his own research organization. In addition to his son, he is survived by his widow and two daughters.

IN THE CONTROL ROOM

J. C. WARNER, formerly in charge of engineering of RCA Radiotron Co., has been promoted to vice president and general manager. E. W. Ritter has been named manager of research and development, and D. F. Schmit is now division engineer.

B. J. (JACK) PARRIS, former chief engineer of KTHS, Hot Springs, Ark., is now chief engineer and joint owner of the new station KOTN, Pine Bluff, Ark. He has been succeeded at KTHS by J. W. Moran, formerly associated with WLW, WFAA and WTAR.

HAROLD FORRY, chief day control operator of WJSV, Washington, and Mrs. Forry are parents of a daughter, Barbara Elizabeth, born March 12.

BURTON C. BOATRIGHT and C. M. Sutton have been added to the technical staff of KTAT, Fort Worth.

PAUL SHAW, formerly of KTSA, San Antonio, Tex., has been transferred to the technical staff of KNOW, Austin, Tex.

JOHN O'BRIEN has joined the engineering staff of WOR, Newark, as architectural engineer.

General Geo. O. Squier

MAJ. GEN. GEORGE OWEN SQUIER, 69, retired chief of the Army Signal Corps and noted inventor of "wired radio," died March 24 at a Washington hospital after an illness of two weeks. He was buried with military honors at Arlington March 28.

General Squier, a bachelor, held many honors in the field of electrical communications, and in addition held the distinction of being the first passenger to be flown by Orville Wright, pioneer flying machine inventor. When he was Army Signal Corps chieftain during the World War, the Army Air Service came under his command.

In the last ten years he has devoted his interest largely to "wired radio," the system of sending radio programs along telephone or power lines. He was the inventor of the monophone receiver. He was an 1887 graduate of West Point.

Thorp Hiscock

THORP HISCOCK, vice president of the United Air Lines in charge of radio and communications, died in a Chicago hospital March 17 following a heart attack. He was 42. A native of Seattle, he is survived by his widow, the sister of William Boeing, the airplane manufacturer and air line operator, and three sons and a daughter. Mr. Hiscock was well known in radio circles as a pioneer in plane-to-ground communications.

General Radio Catalogue

CATALOGUE G, Part 2, for March, 1934, has just been issued by General Radio Co., Cambridge, Mass., listing its complete line of equipment for broadcasting and other types of radio stations with descriptions and prices. These include resistance devices, condensers, inductors, frequency and time-measuring devices, oscillators, amplifiers, bridges and accessories, standard signal generators, modulation and distortion measurements, oscillographs, meters, audio frequency transformers, power transformers and accessories, switches, dials, etc.

KSD

A DISTINGUISHED BROADCASTING STATION

from the KSD Result Portfolio

Last year "Once Upon a Time" broadcast over KSD a series of 39-story programs to interest children from 5 to 15. It was a strictly sustaining feature, not calling for responses. However, interested children sent 2700 pieces of mail.

"Once Upon a Time" is back in St. Louis prepared to broadcast again for some sponsor desiring to appeal to a responsive child audience.

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

Edward Petry & Co., National Advertising Representatives

New York Chicago Detroit San Francisco

For preview auditions for national advertisers

It's crazy—goofy—gorgeous—funny—full of tunes and built to sell merchandise

Write, phone or wire

EARNSHAW-YOUNG, INC.

G.H.Q. for Successful Radio Programs

HOLLYWOOD 714 W. 10th St.
NEW YORK 220 E. 42d St.
CHICAGO 201 E. Delaware Place
PHILADELPHIA Care Cox & Tanz 324 Drexel Bldg.

Producers of "Chandu" and others

10,000 Hours on the Air

MAIL RESPONSE

*PROVES Tremendous Pulling Power of KNX in 11 Western States

HERE ARE THE INTERESTING FACTS:

Magazine Subscriptions for 12c

1. Publisher in campaign for new subscribers: using ½-hour programs once a week: KNX produced $4 of subscriptions (50c enclosed in direct orders by mail) for each $1 of advertising. Client estimated he could pay 40c per subscription, but actually paid only 12c.

Cut Inquiry Cost 62%

2. Insurance: Using 15-minute programs, five times a week, advertiser got inquiries from KNX at only 38% of what he could actually afford to pay for them. Closed by mail the full percentage of KNX inquiries that are closed from other advertising.

Sells 58,715 Packages in 30 Days

3. Food product: In contest for two wire-haired fox terriers, food product manufacturer received 58,715 package parts in 30 days (mail received later not totaled).

Used KNX exclusively, 15-minute programs daily except Sunday. These results compare with 17,139 from four months advertising by another manufacturer over another station and 61,800 received from seven months advertising by a third advertiser over a third station. Both of these latter two campaigns were regarded as outstanding successes.

Lowest Inquiry Cost of Any Station in U. S.

4. Old Coins: Lowest cost per inquiry of any station in the U. S.—using both key network stations and strongest independents. Minimum mail response (enclosing 4c each) from one 15-minute program is 1200 and maximum 3700.

10c Inquiries

5. Cosmetics: In contest campaign, KNX produced inquiries at a cost of 10c—from 15-minute programs twice a week.

Outpulls 3 Stations Combined

6. Soap: Using identical transcription programs over three other high powered cleared channel stations in the U. S., KNX produced more product wrappers (representing 60c purchase) than all three combined.

Bigger Response at Lower Cost Than Any Other Media

7. Dentifrice: On the air, as well as in other media in the U. S., this advertiser has consistently year after year received bigger response at a lower cost from KNX than any other advertising.

25% Cheaper Inquiries—40% Better Closures

8. Medical: Using five other stations, 15-minute programs, twice a week, KNX produces 25% cheaper inquiries than other stations and closures 40% better.

RESPONSE FROM EVERY TOWN IN 1,000 MILES

KNX offers Free Time and Free Talent for a radio program to any advertiser who can point out any city or county, town or hamlet having a population of two hundred and fifty families within one thousand miles of KNX Studios, from which KNX cannot produce immediate evidence of tune-in, either written, wired or telephoned, with merely one request made over the air on KNX.

*Actual figures prove KNX is consistently the largest mail producer in the west.

"THE VOICE OF HOLLYWOOD"—*Speaking with 25,000 Watts*

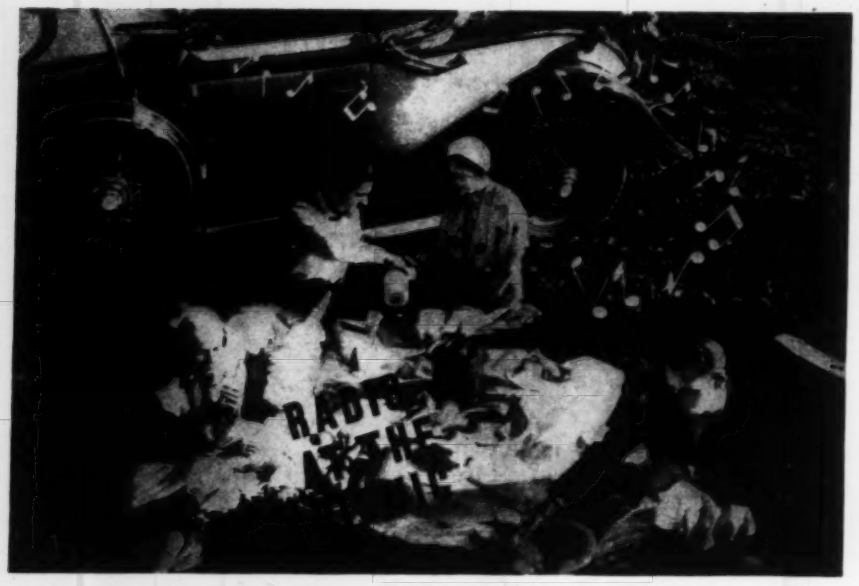
Hollywood, California

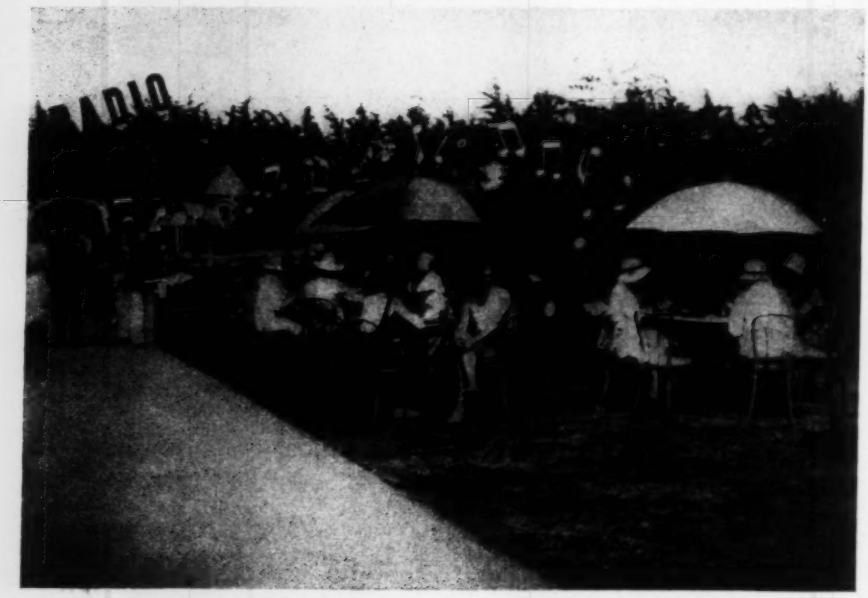
GREIG, BLAIR & SPIGHT, *Representatives*

SAN FRANCISCO OFFICE
Lindsay Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

NEW YORK OFFICE
Humboldt J. Greig
Chrysler Bldg.





SELL

THEM IN

98 out of 100 will continue listening to Radio Sales Stations THIS SUMMER

ONLY 10 of each 100 regular listeners will be on vacation in any average two-week period this summer. Of these 10, 8 will remain in the radio audience . . . they'll take sets with them or listen where they go.

A 2% loss? Not even that . . . in fact a *gain* —thanks to the addition of new radio homes in the first six months of 1934 . . . the huge sales of midget and portable sets and the installation of more than 200,000 automobile sets between January 1st and July 1st.* Result: Radio Sales Stations offer summer-1934 audiences bigger than the "peak winter audiences" of any previous year!

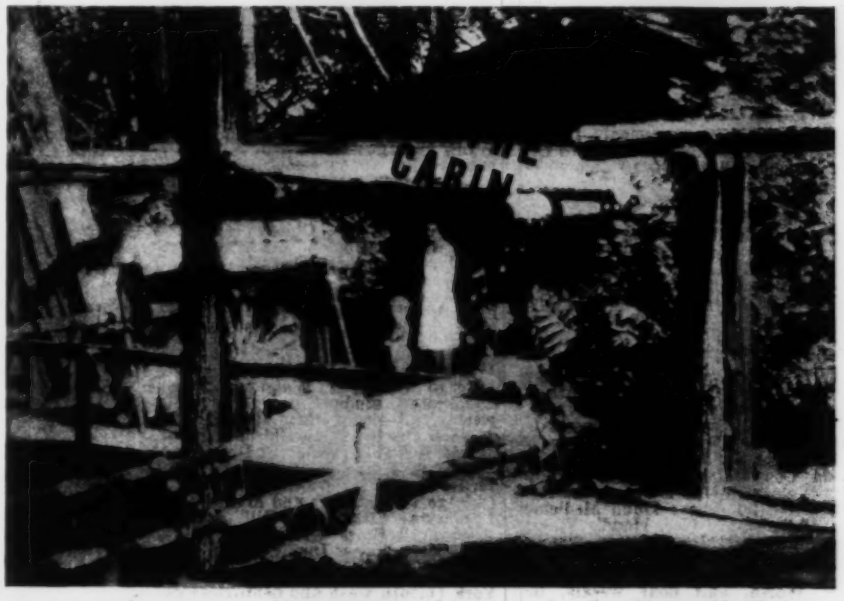
RADIO

485 MADISON AVENUE, NEW YORK CITY • PLAZA 3-2520

WABC NEW YORK • **WBBM** CHICAGO
WKRC CINCINNATI • **WJSV** WASHINGTON
WBT CHARLOTTE • **WCCO** MINNEAPOLIS-ST.PAUL

IN SUMMER

Radio Sales Stations will deliver your message to these immense audiences with unequalled impact. For these stations are Columbia affiliates—dominant outlets of the world's greatest network. They command 12 major markets—accurately defined, precisely measured and audited by Columbia's Research Department. And they enjoy unprecedented local loyalty because Columbia gives them, without charge, a brilliant parade of the finest network sustaining features.



Last summer, Radio Sales Stations chalked up outstanding records of sales success for the advertisers who used them. This summer, gains on an even greater scale are clearly within reach . . . gains multiplied by growing prosperity and extended by steady increases in the radio audience. Call Radio Sales, Inc., or any Radio Sales Station for complete market data and measurements of the summer-1934 radio audience.

**Figures from the first nationwide survey of summer listening; made by Ross Federal Research Service for Columbia Broadcasting System. Photographs on these pages reproduced from Columbia study of the summer-1934 audience.*

SALES, INC.

410 NORTH MICHIGAN AVENUE, CHICAGO • WHITEHALL 6000

WPG ATLANTIC CITY • WFBL SYRACUSE
KMOX ST. LOUIS • KHJ LOS ANGELES
KGB SAN DIEGO • KFRC SAN FRANCISCO

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WADC, Akron, O.: Dr. Ritholz & Sons, Chicago (optical goods), four 5-minute periods, direct; Seminole Paper Co., Chicago (tissue paper), weekly transcriptions, 13 weeks, thru Paris & Peart, N. Y.; Sun Oil Co., Philadelphia, 26 announcements, Roche, Williams & Cunnyngham, Philadelphia; Carter Medicine Co., New York (Carter's Liver Pills), 156 announcements, 3 weekly, H. H. Good Agency; Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), 36 announcements, 6 weekly, Hohman Tarcher & Sheldon, N. Y.; Gillette Safety Razor Co., Boston, 1-minute transcriptions, 3 weekly, 78 programs, Ruthrauff & Ryan, N. Y.; Purity Bakeries Corp., Chicago, two 15-minute transcriptions, weekly, 13 weeks, Hanff & Metzger, Chicago; Kellogg Sales Co., Battle Creek, Mich. (Kellogg Corn Flakes), 15 announcements, direct; Columbia Alkali Co., Barberton, O. (dustless coal treatment), 26 announcements, Brown Advertising Co., Akron; Standard Oil Co. of Ohio, Cleveland, 15 announcements, McCann-Erickson, Cleveland; Continental Baking Co., New York, 156 announcements, direct; Central Shoe Co., St. Louis, one 15-minute transcription weekly, 13 weeks, Jim Daugherty, Inc., St. Louis; Formfit Co., Chicago (corsets), 15-minute transcriptions, 6 times, direct; Socony-Vacuum Corp., New York (Mobiloil and Mobilgas), 13 announcements, J. Sterling Getchell, N. Y.

KTAT, Fort Worth: Watch Tower Society, Brooklyn (Judge Rutherford), transcription, 3 times weekly, thru local representative; Bowen Air Lines, Forth Worth, announcements daily except Sunday, 10 weeks; C. M. Sledd Co., Oklahoma City, (Philip Morris cigarettes), 1-minute transcription daily, 26 times; Hand Medicine Co., Philadelphia (Dr. Hand's Worm Elixir and Teething Lotion), 26 announcements, J. L. Butler Co., Philadelphia; American Airways, Inc., Fort Worth, half hour weekly, 52 weeks; J. W. Morrow Mfg. Co., Chicago (Mar-O-Oil shampoo), 3 transcriptions weekly, 52 weeks; Duncan Coffee Co., Houston, daily announcements, 52 weeks; Skinner Mfg. Co., Omaha, Neb. (raisin bran) health exercises, 6 days weekly, 52 weeks, Buchanan-Thomas, Omaha; Humble Oil Co., Houston, daily announcements, 13 weeks; Forth Worth Macaroni Co., Fort Worth, "Chandu" transcriptions, 3 times weekly, 1 year.

WFEA, Manchester, N. H.: Loose-Wiles Biscuit Co., Long Island City, N. Y. (Krispy Krackers and Hydrox), 117 one-minute transcriptions, thru Newell-Emmett, N. Y.; Hand Medicine Co., Philadelphia (Worm Elixir and Teething Lotion), 59 one-minute transcriptions, John L. Butler Co., Philadelphia; Nyal Co., Chicago (Nyal Ucatone), 8 transcriptions, one weekly, A. T. Sears & Son, Chicago; Crazy Water Crystals Co., 4 studio programs weekly, 13 weeks direct; Socony-Vacuum Corp., New York (Mobiloil and Mobilgas), 13 one-minute transcriptions, J. Stirling Getchell, N. Y.

WBBM, Chicago: Numismatic Co., Ft. Worth (rare coin catalogue) 15-minute transcription once weekly indefinite period, thru Guenther-Bradford Co., Chicago; Yeast-Caps, Inc., 15-minute studio program 3 times weekly, indefinite period, Stack-Goble Advertising Co., Chicago.

WKBF, Indianapolis: Swift & Co., Chicago (Jewel shortening), "Kitchen of Air," 3 mornings weekly, 26 weeks, thru Sellers Service, Inc., Chicago; John Morrell Co., Ottawa, Ia. (Red Heart dog food), household program, 3 mornings weekly, 26 weeks; Educator Biscuit Co., Chicago (Wheat Thinsies), 5 transcriptions weekly, 13 weeks, Blacket-Sample-Hummert, Chicago; Noblesville Milling Co., Noblesville, Ind. (Kismet, Diadem flours), studio program, 3 mornings weekly, 52 weeks, Pettinger-LaGrange, Inc., Indianapolis; Detroit White Lead Co., Detroit (paint) announcements 3 days weekly, 13 weeks, Henri, Hurst & McDonald, Chicago; Oneida Community, Ltd., Oneida, N. Y. (Tudor plate), daily announcements, 52 weeks, A. T. Sears & Son, Chicago; Fred Fear & Co., Brooklyn (Easter egg dyes), daily announcements, 2 weeks, SHB; Central Shoe Co., St. Louis (Robin Hood shoes), transcriptions twice weekly, 8 weeks, Jimm Daugherty, Inc., St. Louis; Merrill Johnson Co., Des Moines, daily announcements, Heath-Seehof, Inc., Chicago; Chesapeake & Ohio Railroad, Cleveland, announcements twice weekly, 4 weeks, direct.

WLS, Chicago: Olson Rug Co., Chicago, daily announcements and 15-minute studio program weekly renewed for indefinite period, thru Philip O. Palmer Co., Chicago; Riverdale Products Co., Chicago (Kod-O-Meet poultry food) 3 announcements weekly, indefinite period, Wade Advertising Agency, Chicago; Ironized Yeast Co., Atlanta, Ga. (yeast) "Vic and Sade" studio program 3 times weekly, 25 times, Ruthrauff & Ryan, N. Y.

WMAQ, Chicago: Hinckley & Schmitt, Chicago (Corinnis Water) renewed 15-minute studio program once weekly, 13 times, thru Roche, Williams & Cunnyngham, Chicago; Mark W. Allen & Co., Detroit (2-Drop hand lotion) 54 daily announcements, Fred M. Randall Co., Detroit; Bunte Bros., Chicago (Tango bars and Malteasers) 15-minute "Barnacle Bill" studio program 3 times weekly, 13 weeks, Fred M. Robbins, Inc., Chicago.

WJZ, New York: Calsodent Co., New York (mouth wash and dentifrice) on April 6 starts talks by Marley Sherris on "Mouth Health," Fridays, 12-12:15 p. m., thru J. Walter Thompson Co., N. Y.

WOR, Newark: W. F. Young, Inc., Springfield, Mass. (Absorbine, Jr.), character analyses, 5 days weekly, 13 weeks, thru Erwin, Wasey & Co., N. Y.; Lehn & Fink Co., New York (Pebeco toothpaste), "Pebeco on Parade," once weekly, 52 weeks, Lennon & Mitchell, N. Y.; Borden's Ice Cream Co., New York, "Uncle Don," once weekly, 13 weeks, Pedlar & Ryan, N. Y.; Dr. Miles' Laboratories, Inc., Elkhart, Ind. (Alka-Seltzer), 3 transcriptions weekly, 10 weeks, Wade Advertising Agency, Chicago; Joseph Martinson, Inc., New York (coffee and chocolate malted), songs and patter, daily except Sunday, 13 weeks, Albert Frank-Guenther Law, N. Y.; Pillsbury Flour Mills Co., Minneapolis (Minit Mix), 5 afternoons weekly, 4 weeks, Hutchinson Advertising Co., Minneapolis; American Protestant Defense League, New York, Sunday afternoon talks, 13 weeks; United States School of Music, New York, once weekly, 13 weeks, Rose-Martin, Inc., N. Y.

WCLO, Janesville, Wis.: Lite Soap Co., Aurora, Ill. (Lite Mineral), daily announcements, 13 weeks, direct; Bowey's Inc., Chicago (Dari-Rich Chocolate Syrup), daily announcements, 13 weeks, thru C. Wendel Muench & Co., Chicago; W. K. Kellogg Co., Battle Creek, Mich. (Pep), daily announcements, direct; Carter Medicine Co., New York (Carter Little Liver Pills), announcements thrice weekly, 52 weeks, Spot Broadcasting, Inc., N. Y.; United Drug Co., Chicago (Magic Hour), five quarter-hour programs, Spot Broadcasting, Inc., N. Y.; Zerbst Pharmacal Co., St. Joseph, Mo. (Zerbst Capsules and Ulypto Cough Drops), daily announcements, Barrons Adv. Co., Inc., Kansas City, Mo.

KNOW, Austin, Tex.: Humble Oil Co., Houston, 28 announcements, renewal, thru Franke-Wilkinson-Schiwetz, Houston; Hand Medicine Co., Philadelphia (Dr. Hand's lotion), 26 announcements, renewal, John L. Butler Co., Philadelphia; Kellogg Sales Co., Battle Creek, Mich. (cereal), 35 announcements, direct.

KGMB, Honolulu: Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 13 weeks, thru Conquest Alliance Co., N. Y.

HOOSIER TRAFFIC COURT—Indianapolis authorities are crediting WKBF with helping cut down traffic violations through its broadcasts direct from night traffic court for one hour every Tuesday night. In this picture, left to right, are assistant bailiff; Odes E. Robinson, WKBF chief engineer, at controls; secretary; Judge Wm. H. Shaeffer, who authorized the broadcasts; traffic sergeant; Bufford Cadle, WKBF announcer, and other court attaches.

KDKA, Pittsburgh: Fleet-Wing Oil Corp., Cleveland, 13 quarter-hour evening programs, thru McCann-Erickson, Inc., Cleveland; Commercial Milling Co., Detroit (Henkel's Flours), 6 participations in KDKA Home Forum, Karl Behr, Detroit; Better Homes and Buildings Exhibit, Pittsburgh, renewal, 26 participations in the Style and Shopping Service, Geo. M. Rowland, Jr., Pittsburgh; McCormick & Co., Baltimore, Md. (banquet tea), 63 one-minute announcements, thru Van Sant, Dugdale & Co., Baltimore; Armand Co., Chicago (cosmetics), renewal, eighteen 15-minute transcription programs, Reincke-Ellis Co., Chicago; Smith Agricultural Chemical Co., Columbus (plant food), 6 one-minute daytime announcements, Mumm, Romer, Robbins & Pearson, Columbus.

KPO, San Francisco: Golden State Co. (milk products), San Francisco, twice weekly series of 102 domestic science talks, thru N. W. Ayer, San Francisco; Nourishine Mfg. Co., Los Angeles (hair dressing), renewal for 52 weeks of "Ann Warner's Chats With Her Neighbors," twice weekly, Hughes Morton agency, Los Angeles; Alexander Balart Co., San Francisco (Million Dollar Coffee), on same program, twice weekly, Long Advertising Service, San Francisco; California Spray Chemical Corp., San Francisco, Long Service; Washoff Co., Salt Lake City (face cream), once weekly until July 18, Pickering Agency, Salt Lake; Philip Jones Corp., New York (Van Heusen Collars), two 15-minute periods until May 1, Peck Advertising Agency, N. Y.; Quaker Oats Co., New York, 15-minute weekly transcriptions, 13 weeks, Fletcher & Ellis, N. Y.

KTSA, San Antonio: Watch Tower Society, Brooklyn (Judge Rutherford), 1 transcription weekly, 1 year; Stanco, Inc., New York (Nujol) transcriptions of Dr. Copeland's health talks, 5 days weekly, McCann-Erickson, N. Y.; California Packing Co., San Francisco (Argo Salmon) 2 transcriptions weekly, McCann-Erickson, N. Y.; Nyal Co., Chicago (Nyal Ucatone) one transcription weekly, A. T. Sears & Son, Chicago; R. L. Watkins Co., New York (Dr. Lyon's tooth powder), 1 transcription weekly, WBS; Kellogg Co., Battle Creek, Mich. (cereal), daily announcements; Humble Oil Co., Houston, daily announcements, Franke-Wilkinson-Schiwetz; Crazy Water Crystals Co., San Antonio, 2 quarter hours weekly, 104 times, Parker Valentine; Philip Morris & Co., Ltd., New York (cigarettes), daily transcriptions, 26 times, thru local representative.

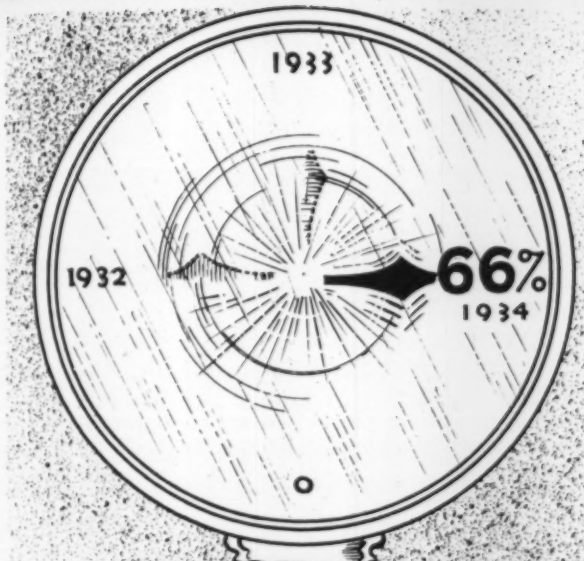
KRLD, Dallas: Smith, Kline & French Laboratories, Philadelphia (Dr. Hand's Worm Elixir and Teething Lotion), announcements, thru John L. Butler, Philadelphia; Ironized Yeast Co., Atlanta, Ruthruff & Ryan, N. Y.; Humble Oil & Refining Co., Houston (gas and oil), announcements, Franke-Wilkinson-Schiwetz, Houston; Formfit Co., Chicago (foundation garments), transcription, "Life of Irene Castle"; Simmons Co., Chicago (beds and mattresses); Gillette Safety Razor Co., Boston; Thompson's Nursery, Waco (fruit trees).

WNAC, Boston: Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap and shaving cream), twice weekly, 13 weeks, thru Atherton & Currier, N. Y.; Borden Sales Co., New York (condensed milk), twice weekly, 13 weeks, Young & Rubicam, N. Y.

WABC, New York: Sterling Products, Inc., Wheeling, W. Va. (California Syrup of Figs), on March 19 started Wallace Butterworth in "Gossip Behind the Microphone," Mondays, Tuesdays and Thursdays, 12:30-12:45 p. m.; thru Stack-Goble Advertising Agency, N. Y.

KTUL, Tulsa, Okla.: Crazy Water Crystals Co., local branch, 3 times weekly, 13 weeks, direct; Griffin Grocery Co., Muskogee, Okla. (Griffin coffee), 6 mornings weekly, 52 weeks, direct.

KFRC, San Francisco: Gold Edge Chemical Co., San Francisco (floor wax), 5 minutes, 5 days weekly.



WE'RE GIVING OURSELVES "A' WEIGH"

Linage Figures That Reflect RESULTS For Advertisers!

1st Quarter 1932 . . . . . 39,154 Lines

1st Quarter 1933 . . . . . 45,121 Lines

1st Quarter 1934 . . . 65,026 Lines

A 44% GAIN OVER 1933

A 66% Gain Over 1932

●

Editorial acceptance is invariably reflected in advertising growth.

●

BROADCASTING

combined with Broadcast Advertising

National Press Building • Washington, D. C.

A HAPPY "SPOT" FOR ANY PROGRAM!

One of the good things about spotting a program on Station WAVE is that you get real coverage of a BIG market, at SMALL station rates . . . For WAVE is the only N. B. C. Station that has *primary coverage* in the Louisville market, yet nearly a million people live in that area—450,000 of them *virtually within sight of our tower.*

Representatives in New York and Chicago: Free & Sleininger, Inc.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield) on April 2 starts new series on 66 CBS stations, including Honolulu, Mondays, Wednesdays and Saturdays, 9-9:30 p. m. Program features Rosa Ponselle on Mondays, Nino Martini on Wednesdays and Grete Stueckgold on Saturdays, with Andre Kostelanetz's orchestra and mixed chorus throughout. Agency: Newell-Emmett Co., N. Y.

GILLETTE SAFETY RAZOR CO., Boston, on April 23 starts Gene and Glenn as "Jake and Lena" on 46 NBC-WEAF stations, daily except Saturdays and Sundays, 7:15-7:30 p. m., with repeat starting April 30, 11:15-11:30 p. m. to 6 NBC-KGO stations. Agency: Ruthrauff & Ryan, N. Y.

GENERAL TIRE & RUBBER Co., Akron, O. (tires) on April 6 starts "The General Tire Program," with Jack Benny, Mary Livingstone and Don Bestor's orchestra, on 41 NBC-WEAF and supplementary stations, Fridays, 10:30-11 p. m. Agency: Hays MacFarland & Co., Chicago.

GENERAL FOODS Corp., New York (Certo) on May 18 starts "Show Boat Matinee," variety show with the present Maxwell House Showboat cast, Lanny Ross and Gus Haenschends orchestra, on 39 NBC-WEAF and supplementary stations, Fridays, 3-4 p. m. Agency: Benton & Bowles, N. Y.

THE WESTERN Co., Chicago (Dr. West's Toothpaste) on March 26 started "Frank Merriwell's Adventures" on 13 NBC-WEAF stations, Mondays, Wednesdays and Fridays; March 26, 5:45-6 p. m.; March 28 and thereafter, 5:30-5:45 p. m.; from April 30, 6:30-6:45 p. m. Agency: J. Walter Thompson Co., Chicago.

HUDSON MOTOR CAR Co., Detroit, on April 3 starts the "Hudson Vocalians" with Conrad Thibault, Lois Bennett and Harry Salter's Orchestra on 18 NBC-WJZ stations, Tuesdays, 8:30-9 p. m. Same sponsor on March 31 renewed its Saturday, 10-10:30 p. m., spot on 43 NBC-WEAF and supplementary stations, starting a new program, "The Terraplane Cavalcade," with Al Trahan, The Saxon Sisters, The Terraplaniacs Quartet, Graham McNamee and Lennie Hayton's Orchestra. Agency: The Blackman Co., N. Y.

BRISTOL-MYERS Co., (Sal Hepatica & Ipana Toothpaste) on March 21 combined its two shows on 39 NBC-WEAF stations into one titled "Hour of Smiles," and featuring Fred Allen, Ipana Troubadours, Theodore Webbs, Sal Hepatica Glee Club, Sal Hepatica Singers, Ipana Male Quartet, visiting artists and Lenny Hayton's orchestra. Wednesdays, 9-10 p. m., with repeat at 12-1 a. m. for western stations. Seven NBC-KGO stations will take the show 12:30-1 a. m. Agency: Benton & Bowles, N. Y.

GENERAL PAINT Corp., San Francisco, on March 6 started special schedule for "Feminine Fancies," 26 times to Nov. 13, on 8 Don Lee-California stations keyed from KFRC, chiefly Tuesdays, 3:15-3:30 p.m., PST.

CALIFORNIA PACKING Co., San Francisco (food products) on March 26 renewed "Del Monte Ship of Joy," with Hugh Barrett Dobbs, Meredith Willson's orchestra and guest stars, on 47 NBC-WEAF and supplementary stations, Mondays, 9:30-10 p. m. Agency: McCann-Erickson, Inc., San Francisco.

LADY ESTHER Co., Chicago (cosmetics) on April 15 extends its contract with CBS for two periods weekly instead of one, featuring Wayne King's orchestra, Sundays and Mondays, 10-10:30 p. m. Agency: Stack-Goble Advertising Agency, Chicago.

GENERAL MILLS, Inc., Minneapolis, on March 24 staged a special one-hour show on 80 CBS stations titled "Bits of Broadway's Big Hits," featuring musical stars from current stage productions, 10:45–11:45 p. m. Agency: Blackett-Sample-Hummert, Inc., Chicago.

R. B. DAVIS Co., Hoboken, N. J. (baking powder) on April 4 renews "The Mystery Chef" on 11 NBC-WJZ stations, Wednesdays and Fridays, 9–9:15 a. m. Same sponsor on April 3 renews same program on 10 CBS stations, Tuesdays and Thursdays, 9:45-10 a. m., and for Cocomalt on April 2 renews Buck Rogers on 20 CBS stations, Mondays, Tuesdays, Wednesdays and Thursdays, 6-6:15 p. m., with rebroadcast at 7:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

LEHN & FINK PRODUCTS Co., New York (Hind's Honey & Almond Cream) on April 8 renews its program on 41 NBC-WEAF and supplementary stations, Sundays, 10:30-11 p. m., and on July 8 will change its time to Sundays, 10-10:30 p. m. Agency: Lennen & Mitchell, N. Y.

COLGATE-PALMOLIVE-PEET Co., Chicago (Super-Suds) on March 26 renewed "Clara, Lu 'n' Em" on a new network of 40 NBC-WEAF stations, Mondays to Fridays inclusive, 10:15-10:30 a. m. Agency: Benton & Bowles, N. Y.

THE HOOVER Co., Chicago (Hoover Cleaners) on April 15 renews the "Hoover Sentinels" on 18 NBC-WEAF stations, Sundays, 5:30-6 p. m. Agency: Erwin, Wasey & Co., Chicago.

SUSSMAN & WORMSER Co., San Francisco (S. & W. foods) on March 4 started "S. & W. Merrymakers" on 12 CBS-Don Lee stations, Sundays, 7:30-8:30 p. m., PST, 16 weeks. Agency: W. Vincent Leahy Advertising Co., San Francisco.

SOCONY VACUUM Corp., New York (oil) on April 2 renews "Socony-land Sketches" on 8 NBC-WEAF eastern stations, Mondays, 8-8:30 p.m. Agency: J. Stirling Getchell, Inc., N.Y.

QUAKER OATS Co., Chicago (breakfast food) on April 16 starts Babe Ruth in dramatized baseball stories on 16 NBC-WJZ stations, with KOIL added Wednesdays only, Mondays, Wednesdays, and Fridays, 8:45-9 p. m. Agency: Fletcher & Ellis, Inc., New York.

ROCKET GASOLINE Co., Los Angeles, on March 3 renewed "Frederick Stark and the Rocketeers" for series of 9 broadcasts on 8 Don Lee-California stations, Mondays and Fridays, 7:30-7:45 p. m., PST. Agency: Beaumont & Hohman, Los Angeles.

NEW WORLD LIFE INSURANCE Co., Seattle, on March 11 started "Pages from the Book of Life," with Alton Phillips presenting music, philosophy, dramas, humor, etc., on basic NBC-KGO network, keyed from KOMO, Sundays, 3:45-4 p. m., PST. Agency: Milne & Co., Seattle.

GENERAL PETROLEUM Corp., Los Angeles (Torture Tested Gasoline) on March 24 staged a special 13-hour show intermittently, 7:30 a. m. to midnight, on 12 CBS-Don Lee stations, titled "Biggest Show in History." Agency: Smith & Drum, Los Angeles.

NBC CHANGES: Ralston Purina's "Madame Sylvia" programs on NBC-WEAF network on March 30 shifted to Fridays, 5-5:15 p. m.; Wesson Oil & Snowdrift Sales Co. "One Man's Family" program on NBC-KGO network on April 6 shifted to Fridays, 8:15-8:30 p. m., PST; George W. Caswell Co. "Caswell Coffee Concerts" on NBC-KGO network on April 4 shifted to Wednesdays, 8:30-8:45 p. m., PST; Occidental Life Insurance Co. "Winning the West" program on NBC-KGO network on March 22 shifted to Thursdays, 9:15-9:45 p. m., PST; Horlick Malted Milk Co. "Adventures in Health" series on April 1 shifts to Sundays, 9:45-10 p. m., on 13 NBC-WJZ stations, instead of former Tuesday and Thursday night schedule; Colgate-Palmolive-Peet's "Clara, Lu 'n' Em" series on March 26 shifted to 40 NBC-WEAF and supplementary stations, daily except Saturdays and Sundays, 10:15-10:30 a. m.

CBS CHANGE: Borden Sales Co. "45 Minutes in Hollywood" on April 7 increases its network by 10 stations, 9 in South and one in Toronto, to make total of 39, Saturdays, 8-8:45 p. m.

Green, Writer of Songs, Named Adviser of CBS

JOHNNY GREEN, composer, arranger and pianist, has been appointed musical adviser of the CBS program department, New York. Although only 25, Green is a leading figure in American music. He started his professional career when only 18, a year before his graduation from Harvard University, working as an arranger for Guy Lombardo and his Royal Canadians.

His first widely popular composition was "Body and Soul." Since then he has written "Coquette", "Out of Nowhere", "I'm Yours", "I Cover the Waterfront", "I Wanna Be Loved" and the more ambitious "Night Club." Last summer while in London he composed music for the British Broadcasting Corporation's revue, "Big Business."

VISITORS to the schooner "Seth Parker" received a folder which stated that if they purchased a Fridigaire within the next 10 days a specially engraved silver plate would be placed on the unit. This plate would carry Seth Parker's (Phillips Lord) autograph and would be furnished the purchaser without charge.

WSPD

Effectively Serves a Trade Area of 1,151,322 Population

THE ONLY BROADCASTING STATION IN TOLEDO AND NORTH-WESTERN OHIO

75% Proven Listening Audience Assures Results—At Lowest Cost

BASIC STATION of the COLUMBIA BROADCASTING SYSTEM

Representatives:

J. H. McGILLVRA
207-485 Madison Ave.
New York City

MYRON A. RECK
Insurance Exchange
175 W. Jackson Blvd.
Chicago, Ill.

WSPD

Studios—The Commodore Perry Hotel, Toledo, O.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Armand Co., New York (Armand cosmetics).
Bayer Co., New York (Bayer's Aspirin).
Clark Bros. Chewing Gum Co., Pittsburgh (Teaberry chewing gum).
Clinton Carpet Co., Chicago (Ozite carpet cushion).
R. B. Davis Co., Hoboken, N. J. (Davis baking powder).
P. Duff & Sons, Inc., Pittsburgh (gingerbread mix).
Educator Biscuit Co., Chicago.
Gem Products Sales Co., Camden, N. J. (laundry soap).
Gillette Safety Razor Co., Boston.
Hecker H-O Co., Buffalo, N. Y. (Farina & Presto).
Hemstitcher Co., Dallas, Tex. (Hemstitcher).
Johnson Educator Food Co., Cambridge, Mass. (crackers).
M. A. King Co., Somerville, Mass. (Statler tissue).
Menderth, Inc., Boston (fertilizer).
John Morrell & Co., Chicago (dog food).
Philip Morris & Co., New York (cigarettes).
Numismatic Co., Ft. Worth, Tex. (rare coins).
Schenley Products Co., New York (Silver Wedding gin).
Waters-Genter Co., Minneapolis (Toastmaster).

WORLD BROADCASTING SYSTEM announces the placing of the following new business:

Provident Mutual Life Insurance Co., Philadelphia, four 15-minute transcription programs, "The Stories Behind the Claims," one a week, commencing the week of March 18, on WHK, Cleveland; WRVA, Richmond; KYW, Chicago, and WCAU, Philadelphia.

Coleman Lamp and Stove Co., Wichita, Kans., through Potts-Turnbull Co., Kansas City, 26 transcribed and dramatized one-minute announcements on 15 stations commencing the week of April 1.

Niagara Hudson Power Corp., New York, through Batten, Barton, Durstine & Osborn, Inc., New York, 75 15-minute transcription programs, "Little Jack Little and His Orchestra," three a week commencing the week of April 1, on seven stations.

COLUMBIA PHONOGRAPH Co., Chicago, has made a series of seventy-two transcriptions featuring the Pickard Family, Pinto Pete and other hillbilly talent, for United Remedies, Chicago. The account is handled by Heath-Seehof, Chicago.

ANDRE F. JOHNSON, formerly with the sales department of RCA in New York, has been appointed sales manager of Radio Productions, Inc., Los Angeles.

OF THE 15,693 radio sets registered in the Philippines as of Jan. 1, 1934, Manila Province accounts for 7,693 and Rizal Province for 1,760, according to a Department of Commerce report from Manila.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

WITH a departmental session on radio advertising scheduled under the auspices of the NAB, the Advertising Federation of America will hold its thirtieth annual convention in the Hotel Pennsylvania, New York, June 17 to 20 inclusive.

BASIL LOUGHRANE, formerly with the NBC, has been placed in charge of program production in the radio department of Lord & Thomas, Chicago. M. Lewis Goodkind has been placed in charge of station relations and publicity. Henry Selinger, radio director of the Chicago office of the agency, recently resigned.

H. M. GALLOP, formerly a vice president of Lord & Thomas and an executive of RCA, has been named vice president of L. H. Hartman Co., New York agency specializing in cosmetic accounts.

ROBERT A. DAVIES, Jr., who has been representing KMBC, Kansas City, for over two years in New York, has moved to the Chrysler Building offices of Group Broadcasters, Inc., with which KMBC is associated as a basic member station.

LEON A. FRIEDMAN, formerly head of the agency bearing his name, has joined the Cramer-Tobias Co., New York agency, in charge of radio.

EDWIN P. GERTH CO., San Francisco and Los Angeles, in March became the Gerth-Knollin Advertising Agency. James C. Knollin, former vice president of Bowman, Deute and Cummings, Inc., San Francisco, who has been admitted on an equal partnership basis, will direct the Los Angeles office. The agency will handle radio accounts, though largely specializing in financial advertising.

FREE & SLEININGER, Inc., has been appointed exclusive sales representative in New York and Chicago for WAVE, Louisville, according to an announcement March 22 by Nathan Lord, WAVE manager.

JERRY CADY, continuity-production man at KFI, Los Angeles, late in March went to New York to join the Fletcher & Ellis agency. His first assignment will be to dramatize a series on the life of Babe Ruth.

FRED FOY has assumed office as advertising director for the Shell Oil Co. with offices in San Francisco, coming from Los Angeles where he was previously local manager for J. Walter Thompson. He succeeds E. H. Sanders, who has joined Sunset Press, a publishing house.

FRED FIDLER has returned from Los Angeles to the San Francisco offices of J. Walter Thompson Co., where he continues as director of western radio activities for that agency.

BETH JUDSON has resigned from the Blackman Co., New York, as assistant to Carlos de Angelo, head of the radio department. She leaves April 6.

ARMOUR & Co., Chicago (packers), has appointed Lord & Thomas, Chicago, to handle its advertising after May 1.

C. C. McCLEISH, former New York and Chicago agency executive, has taken over the duties of assistant deputy administrator of NRA in direct charge of advertising codes.

CHICAGO offices of the National Register Publishing Co. have been moved from 140 South Dearborn St. to 333 North Michigan Ave.

SAN FRANCISCO offices of Walter Biddick Co., radio station representatives, have been moved from the Monadnock Bldg., into larger space in the Russ Bldg.

TELLING BELLE VERNON Co., Cleveland (dairy products), has appointed Meldrum and Fewsmith, Inc., Cleveland, to handle its advertising account, which already includes sponsorship of broadcasts by the Cleveland Symphony.

McKESSON & ROBBINS, Inc., Bridgeport, Conn., has appointed Lambert & Feasley, Inc., N. Y., to handle the advertising of Calox Tooth Powder.

MIDLAND FLOUR MILLING CO., Kansas City, Mo., has named Potts-Turnbull Co., Kansas City, to handle its advertising.

WILLIAMSON CANDY CO., Chicago (Oh Henry candy bars), has appointed John H. Dunham Co., Chicago, to handle its advertising.

KALAMAZOO STOVE CO., Kalamazoo, Mich., has appointed Horne, Morrissey & Co., Chicago, to handle its advertising.

A. J. KASPER CO., Chicago (Sip-O-Gold Coffee), has placed its advertising account with James H. Turner Agency, Chicago.

RIT PRODUCTS CORP., Chicago (Rit tints and dyes, Rit cleaner compound, Koolax shaving cream), has named Earl Ludgin, Inc., to handle its advertising.

WEVD Asks Full Time

FULL TIME operation is sought by WEVD, New York, in an application filed with the Radio Commission March 22. The application requests that WBBR, Brooklyn; WFAB, New York, and WHAZ, Troy, N. Y., with which it shares time on 1300 kc., be shifted to the 1400 kc. channel. Four Brooklyn stations now operating on the latter wave, the deletion of which has been recommended to the Commission by Examiner Walker, constitute the facilities applied for by WEVD.

Byrd Gets CBS Award

READ ARMIRAL Richard E. Byrd, whose short wave relay broadcasts from his second expedition to the Antarctic have written a new chapter in the history of communications, as sponsored by General Foods (Grapenuts), is the sixth to be awarded the CBS Medal for Distinguished Contribution to Radio. It was presented during the expedition's regular weekly broadcast the night of March 31. Other recipients of the medal were Colonel Lindbergh, Sir John Reith, director general of the BBC; Leopold Stokowski, Amelia Earhart and Nino Martini.

An Important Market Is Served By—

KSUN

IN ARIZONA

COPPER ELECTRIC CO.—BISBEE

★ ★

JOS. HORNE Co.

Selected

WJAS

PITTSBURGH

as the only Radio Station to advertise its recent 85th anniversary celebration. (Year's foremost merchandising event)

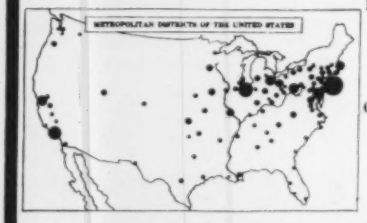
WJAS - - - Columbia Basic Network

1,000 WATTS NIGHT 2,500 WATTS DAY

FONTENELLE TESTED — RADIO SYNDICATE — FEATURES SCRIPTS

Summer Programs That Hold Audiences
Tested Scripts+Live Talent=RESULTS!
Our Third Year of Successful Production
Write for Sample Script and Proof of Results
B. A. FENNER, Mgr. 2891 Cass St. Omaha, Nebr.

If you go WEST, Young Man, ask DON LEE



Eastern markets are closely knit, overlapping one another to a great extent and reached through a few individual highpower radio stations, strategically located.

Pacific Coast markets are widely separated, compact units, scattered centers of population, isolated from each other by mountains and desert.

In order to sell the Pacific Coast, it is necessary to link the individual markets together in a broadcast. This is done efficiently by the Columbia-Don Lee Broadcasting System, which enables a manufacturer to broadcast locally in each of the 12 major coast markets on a chain hook-up basis, allowing local announcements and local publicity if needed.

The Don Lee Broadcasting System, with 8 releasing stations in California's major markets, offers you 94.7% of the radio-owning families in the state. Add the Columbia's Northwest Unit of 4 stations—Seattle, Portland, Spokane and Tacoma—with a turn of the switch.

If you want to sell the coast, better write or wire for detailed information.

Don Lee Broadcasting System

C. ELLSWORTH WYLIE
General Sales Manager, Los Angeles

Los Angeles, KHJ
San Francisco, KFRC
San Diego, KGB
Santa Barbara, KDB
Portland, KOIN
Tacoma, KVI
Fresno, KMJ
Stockton, KWG
Sacramento, KFBK
Bakersfield, KERN
Seattle, KOL
Spokane, KFPY

Los Angeles Office.....7th at Bixel St.
San Francisco Office.1000 Van Ness Ave.

PROSPECTS

FOR THOSE stations accepting wine and liquor accounts, a partial list of dealers and manufacturers and their agencies has been made available through National Register Publishing Co., New York, publishers of *Standard Advertising Register*. The list includes the following that are budgeted to use radio:

Ben-Burk, Inc., 560 Harrison Ave., Boston (Old Mr. Boston Gin, Creme de Cacao and Connoisseur). Advertising manager: H. C. Berkowitz. Agency: Badger & Browning, Inc., Boston.

Canada Dry Ginger Ale, Inc., 122 E. 42nd St., New York (Canada Dry, Sparkling Water, Old Log Cabin Whisky and Cedar Brook Whisky, etc.). Advertising manager: J. E. Lang. Agency: J. M. Mathes, Inc., New York.

Country Club Soda, Inc., Springfield, Mass. (beverages and liquors). Advertising manager: Herman A. Katz. Agency: Wm. B. Remington, Inc., Springfield.

French Champagne Distributors, Inc., 247 W. 17th St., New York. Advertising manager: Roman L. Modra. Agency: Sterling Advertising Agency, New York.

Fruit Industries, Ltd., 1248 Palmetto, Los Angeles (California wines and brandies, Old Monticello Tonic, Guasti cooking wines). Advertising manager: H. R. Adams. Agency: McCann-Erickson, Inc., San Francisco.

Rapkin & Co., Ltd., 2439 Sutter St., San Francisco (St. Georges brandy, Pisco Punch, Gold Crest wines and Silver Crest). Advertising manager: B. Weiss. Agency: Emil Brisacher & Staff, San Francisco.

Schenley Distillers Corp., 20 W. 40th St., New York (17 wine and liquor subsidiaries). Advertising manager: William Guyer. Agency: Lord & Thomas, New York. Account executive: John Tormey.

John H. Schroeder Wine & Liquor Co., 4 N. 8th St., St. Louis (wines and liquors). President: Joseph C. Schroeder. Placed direct.

U. S. Industrial Alcohol Co., 60 E. 42nd St., New York (alcohol). Advertising manager: L. S. Gillette. Agency: J. Walter Thompson Co., New York.

A FUND of $500,000 for advertising and promotion of the Chicago World Fair during 1934 is now being raised, $100,000 having already been subscribed. Offices have been opened in the Conway Bldg., Chicago. Brooks Beitler, formerly with the *Chicago Daily News*, is in charge.

SINCERA RESEARCH, Inc., New York (Sincera beauty preparations), will use radio with other media in a campaign to be handled by Moss Associates, 110 W. 40th St., New York.

JACOB RUPPERT BREWERY, New York (beer), will use radio with other media in a campaign to be handled by Kelly, Nason & Roosevelt, Inc., New York.

POLORIS CO., Inc., New York (dental poltices, etc.), has appointed William Irving Hamilton, Inc., New York, to handle its advertising account. Radio with other media will be used.

CHARLES MARCHAND Co., New York (Marchand's Castile Shampoo), is using radio with other media in a new campaign just started.

W. S. QUINBY Co., Boston (La Touraine Coffee) will use radio with newspapers and outdoor in a campaign by Ingalls-Advertising, Boston.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
474 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

Chicago 'Civic Bureau' Would Transfer Stations Of City to 'Better Hands'

ON LETTERHEADS of the City Club of Chicago's downtown civic center at 315 Plymouth Court, a news release dated March 13 has been distributed announcing the issuance of an Illinois charter to the "Chicago Civic Broadcast Bureau." The stated purpose "to act as a specialized business representative of public-interest organizations or agencies, in Chicago and vicinity, which may desire to carry on radio broadcasting under direct federal license, with the purpose of serving the public convenience, interest and necessity."

The release states the project has been promoted by the radio committee of the City of Chicago to "improve the city's broadcast service by getting the station channels into hands better qualified to manager them wholly in the interest of the listeners." Not possessing any station plants of its own, it goes on to say, many organizations peculiarly competent as sources and judges of good program material have left to the station owners all the control of licenses and programs, and with the aid of the new "bureau" they hope to overcome this disadvantage by applying themselves for broadcast licenses.

The "bureau" proposes to sell for them portions of their time on the air for commercial use, offering it in bulk to the networks and broadcasting companies. It is proposed to get the use of radio transmitters by buying time from their owners through the "bureau" as purchasing agent. The proposed licensees are to operate on a non-profit basis and promise "to reduce the amount of objectionable advertising on the air."

The news release is signed by Mitchell Dawson, Chicago lawyer and chairman of the radio committee, and names him as a director along with Arnold R. Baer and Herbert Bebb, also described as lawyers active in the City Club, and Prof. Frank N. Freeman and Prof. T. V. Smith of the University of Chicago. The "bureau" manager is named as Harris K. Randall, who will be recalled as head of the so-called Radio Audience League, which has conducted a campaign against commercial broadcasting.

KGIR, Butte, Mont., March 23 was authorized by the Radio Commission to change its frequency from 1360 to 1340 kc., effective April 20.

NOW PLAYING!

"THE WITCH'S TALE"

Radio's Weirdest Thriller

Starring

ALONZO DEEN COLE

Creator and Producer

AVAILABLE IN TRANSCRIPTIONS

Robert Haydon Jones, Director of Radio Advertising, R. H. Macy & Co., New York's great department store, writes:

"This program was used as institutional advertising (by R. H. Macy & Co.), for more than a year and surveys of fan mail received by Alonzo Deen Cole, creator and producer, indicated that it was one of the most popular features on the air and held continued listener interest. . . . Had we not felt that the program was entirely suitable for the family we would not have lent our name to the broadcast."

13 Half Hour Programs

Recorded in Two 15-Minute Parts Each

ALL-STAR BROADCASTS

BARRAN LEWIS
Sales Agent

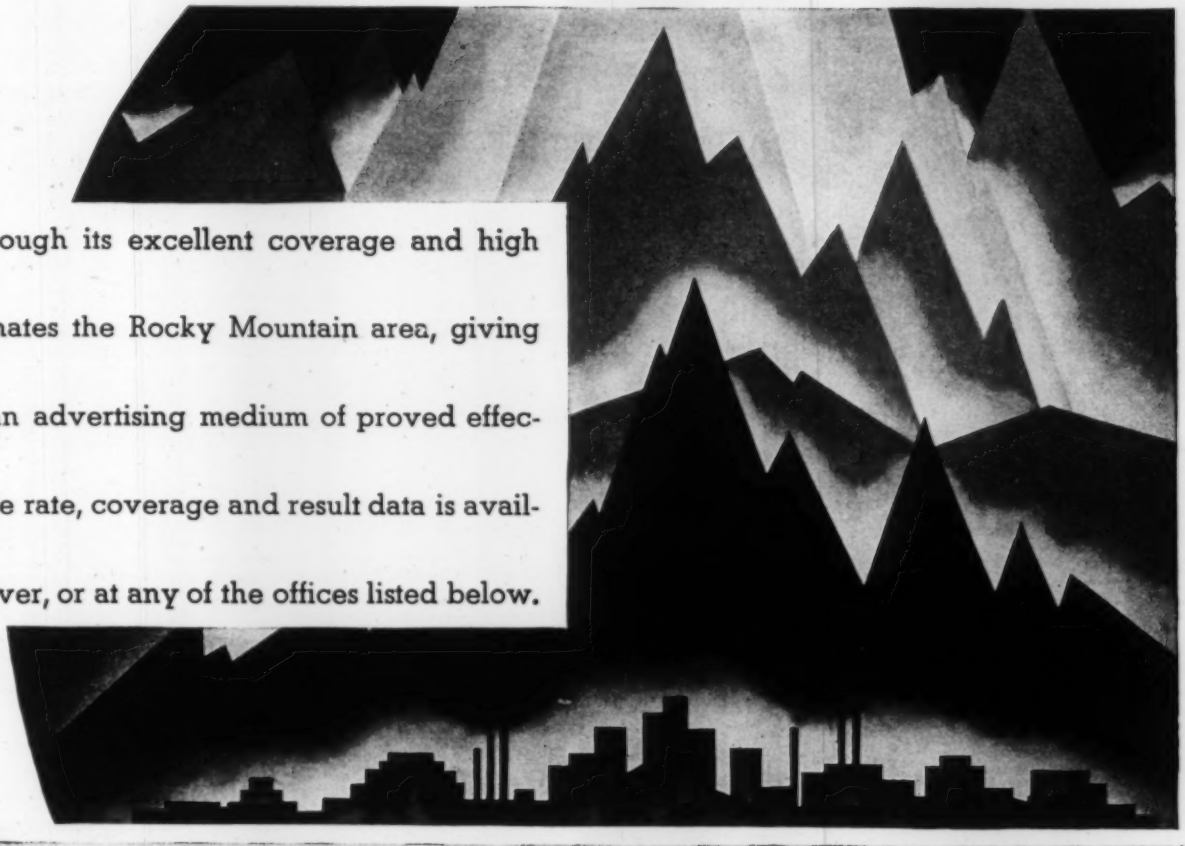
1775 BROADWAY NEW YORK

A Bullseye When You Use—
K R S C
IN
SEATTLE
Sixth and Union

KOA

The PEAK
among media
in the

ROCKY MOUNTAIN AREA



Station KOA, through its excellent coverage and high popularity, dominates the Rocky Mountain area, giving spot advertisers an advertising medium of proved effectiveness. Complete rate, coverage and result data is available at KOA, Denver, or at any of the offices listed below.

NBC LOCAL SERVICE BUREAU

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO & KGO

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

THIS IS YOUR MARKET

METROPOLITAN
BALTIMORE

BALTIMORE'S
Budget is balanced
BALTIMORE'S
Funded debt reduced
BALTIMORE'S
Tax rate reduced
BALTIMORE'S
Spending more for charity—in cash
BALTIMORE'S
Spending more for improvements — in cash

THIS IS YOUR MEDIUM

RADIO STATION
WFBR

WFBR
Is Maryland's Oldest Broadcast Station
WFBR
Offers the most Popular Programs (NBC Red Network)
WFBR
Preserves Its Own Local Identity
WFBR
Offers the Most in Merchandising Service
WFBR
Offers a Primary Coverage of 50 miles

"MARYLAND'S PIONEER BROADCAST STATION"

WFBR
BALTIMORE, MD.

STUDIO NOTES

CONVINCED that constant radio advertising pays, the C. D. Kenny Co., Baltimore, one of the largest tea and coffee importers in the east, has renewed its contract with WBAL, Baltimore, for the seventh time. Since the fall of 1931 the Kenny Company has consistently broadcast two, and sometimes three, series of programs a year over the station. Sometimes the renewals have followed the program series immediately, while at other times the company would allow a few months to elapse before starting another series.

ONE OF the most popular of mail pulling programs on WSGN, Birmingham, is the "Mail Bag" period given at various times throughout the week. It is confined to reading letters and cards of complaint, constructive criticism and appreciation of various programs. Emphasis is placed on the complaints, and the friends of the feature under fire generally respond with plenty of commendation.

WALTON BUTTERFIELD, continuity and production director of WNEW, Newark, is organizing a Little Theatre dramatic group. Legitimate players from the Broadway stage will be invited to join this new drama organization.

WLTH, Brooklyn, has designed a signal reflector, which will rest on a 125-foot mast at the station transmitter and direct the signal away from the Atlantic in the direction of Manhattan.

AS A good will gesture toward students in this country and in other North American countries, an hour an a half of student music will be broadcast by WLBL, Stevens Point, Wis. The program is being prepared by several school teachers. It will begin at 1 a. m., CST.

A NEW SERIAL comedy-drama of mountain folk by Lula Vollmer, whose "Moonshine and Honeysuckle" series over NBC networks ran for more than two years and was one of radio's most famous programs, will be heard weekly over an NBC-WJZ hookup, beginning April 5. "Grits and Gravy" is the title of the new series of tales of the mountain country. The weekly episodes, Thursdays, 8-8:30 p. m., will describe the adventures of Cabe Crump, a moseying, happy-go-lucky mountaineer who "gets the call" to be a preacher.

WHK, Cleveland, has an exclusive contract to broadcast the baseball games of the Cleveland Indians under commercial sponsorship. The sponsor has not yet been announced.

"HELLO HOLLYWOOD," written by Tom Gibson and billed as a sort of "Merton of the Movies" comedy drama, has been started on KFAC, Los Angeles, thrice weekly on an evening spot.

THE CAST of "Happy Days in Dixie," the NBC program produced each Wednesday by WCKY, Cincinnati, appeared on a special half-hour broadcast presented by WCKY recently as a tribute to Cincinnati Tent No. 3, the Variety Club. The Variety Club is composed of representatives of every branch of the show business, and L. B. Wilson, WCKY president, is one of its charter members.

ALEXANDER WOOLLCOTT, writer and raconteur, ended his "Town Crier" series on CBS March 24 and will be on vacation from radio until next fall. New Yorkers were chuckling late in March after Woollcott had been caught in the embarassing situation of talking over the air without knowing it. At the conclusion of a New York Advertising Club luncheon, he began telling stories—for men only—and didn't learn until too late that WOR, Newark, was still broadcasting from the luncheon room.

WTMJ, Milwaukee, is installing five complete new studio amplifying channels and five monitor channels, with a new switching arrangement throughout. A new audition studio, modelled along the lines of a typical man's den, is also being added to WTMJ's facilities.

WDAY, Fargo, N. D., has inaugurated a 45-minute barn dance frolic to which listeners are invited.

Home-Building Feature Series Starts on KSTP

PRESENTING a new 13-week series of three 15-minute evening programs weekly, with one Sunday afternoon program, KSTP, St. Paul, expects to stimulate home-building interest in the Twin Cities as it did during its "KSTP Model Home" series of several years ago. The new series is titled "American Sketchbook of Homes" and centers around the romance and atmosphere of famous homes of yesterday and today, with participating sponsorship of various building and renovating interests. It has the approval of the Minnesota chapter of the American Institute of Architects, and is produced under the direction of Olmstead-Hewitt, Inc., Minneapolis advertising counsellors.

Matinee for "Showboat"

A MATINEE version of "Capt. Henry's Showboat" starts on 39 NBC-WEAF and supplementary stations on May 18 when General Foods Corp., New York, presents its "Maxwell House Showboat" cast, with Gus Haenschen's orchestra and Lanny Ross, Fridays, 3-4 p. m., to advertise its product Certo. The regular Maxwell House period continues, having recently been renewed on 52 NBC-WEAF and supplementary stations, Thursdays, 9-10 p. m. Benton & Bowles, New York, handles the accounts.

Business Men on Air

A NOVEL WAY to inaugurate the new World Broadcasting System transcription service was adopted recently by KVOR, Colorado Springs, Colo. Local business men with some talent for entertaining were enlisted as announcers, lecturers, soloists, a male quartet, comedians and incidental musicians. It was the first time the business men had ever been on the air, and the novelty of the feature proved a good business as well as good will stimulant.

The fact-

that CKLW carries more local advertising than any other network station in the Detroit area, should be a good recommendation to you.

Member COLUMBIA Basic Network

CKLW

THE INTERNATIONAL STATION

5,000 Watts
840 Kc.
In the Center of the Dial

Windsor offices—
Guaranty Trust Bldg.,
Phone—4-1155

Detroit offices—
Union Guardian Bldg.,
Phone—CAdillac 7200

KVOR
"THE VOICE OF THE ROCKIES"
for the
PIKES PEAK REGION
Colorado Springs
1000 WATTS
FULL TIME
MEMBER CBS

"Gateway to the Gold Fields"

THE RUSH IS ON

The only station in Colorado that serves its audience with both COLUMBIA BROADCASTING SYSTEM and WORLD BROADCASTING SYSTEM.

Population 1,008,940

U. S. Is Eliminating "Outlaw" Stations

"Air Pirates" Sent to Jail; Fisher Aids Prosecution

Mr. Fisher

UNLICENSED broadcasting stations, styled "air pirates" by George B. Porter, acting general counsel of the Radio Commission, are gradually being wiped out of existence. The latest case to go to trial, that of Judson Morris and J. A. Strauss, arrested in January for operating WLKY near Lexington, Ky., without a license, brought three-month jail sentences for each in federal court at Frankfort, Ky., in March. V. H. Reese, indicted by the grand jury on the same charges, has evaded arrest.

The station operated on 900 kc. with only 7½ watts power, but its operation was held to be interstate in character, and it was shown that it was interfering with WJAX, Jacksonville, Fla., and WKY, Oklahoma City.

Few Left in Texas

ACCORDING to Ben S. Fisher, assistant general counsel, who has been aiding in the prosecution of the outlaw operators, the Kentucky victory cleans up practically all illegal operations except for a few in Texas, where all but eight non-licensed stations have quit.

Mr. Fisher stated that Maj. A. V. Dalrymple, former federal prohibition director, assigned specially to the radio cases by the Department of Justice, has been working in the southwest with federal inspectors gathering evidence, and that indictments against the following are scheduled for trial in the federal courts in Texas during April: Sam Morris, Abilene; Alton W. Stewart, Brownwood; Fred Wenderbert and Preston Burroughs, Austin; Bruno Soegfe and Marvin Soegfe, Seguin; and Lawrence Callahan, D. B. Brown, Y. N. Cornelius and Joe H. Garrett, Ft. Worth. Other cases are to be presented to grand juries during the month, including one in Lawton, Okla., where John R. Wilson has been arrested and charged with operating an illegal station.

Mr. Fisher, accompanied by Herbert L. Pettey, Radio Commission Secretary, on March 30 left for Oklahoma City, where the Lawton case will be tried April 3. They will then proceed to Texas, Mr. Fisher remaining to try the cases there and Mr. Pettey returning to Washington by April 10.

Law Has Teeth in It

"THE SO-CALLED 'air pirates' have little or no chance to get away with that racket," said Mr. Porter, "as the air is being constantly monitored by our inspectors who quickly detect interlopers. It is a comparatively simple matter to get the necessary evidence to bring forth an indictment, and the Radio Act of 1927 as amended, has plenty of 'teeth' in it for violators of its provisions. The courts have uniformly held that all radio stations operating within the United States must be licensed by the Federal Radio Commission, and each station must be manned by an operator duly licensed by the Commission."

Mr. Porter said Mr. Fisher deserves much credit for the able manner in which he has prepared and presented the Commission's charges against the "air pirates."

CMTC Radio School

PRACTICAL instruction in radio and telephone communications will be given by trained U. S. Signal Corps reserve officers at the Citizens' Military Training Camp at Camp Dix, N. J., Aug. 6 to Sept. 4. Applications should be made to the C. M. T. C. officer, Army Bldg., 39 Whitehall St., New York City.

Press Rates Allowed

PRESS RATES will be accorded messages addressed to broadcasting stations containing news for dissemination over the air, All America Cables, Inc., informed the NAB March 20. In a letter to Philip G. Loucks, NAB managing director, J. Goldhammer, vice president of the company, stated that instructions have been issued to the company offices in the West Indies, Central and South America to accept such messages at press rates, but not messages referring to the business of the broadcasting station.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

BIRMINGHAM SCOOPS!

FIRST at big $3,000,000 fire—WSGN on air from scene before all fire engines arrived. 7 continuous hours of descriptive broadcast.

FIRST to broadcast sensational investigation of fire. Three days broadcasting from city commission chambers. Birmingham's most striking public service broadcast!

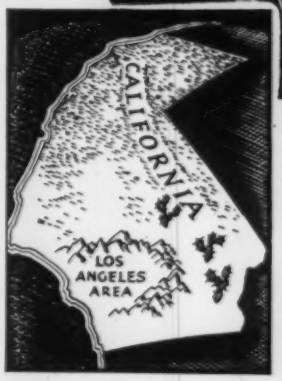
FIRST to produce big radio revue in Municipal Auditorium. 2,000 paid admissions to Saturday afternoon Happy Hollow barn dance party!

WSGN
"THE ALERT STATION"
BIRMINGHAM
FULL TIME 100 WATTS
STEVE CISLER, Manager

Miles and miles of California and not a radio listener in sight! The photo above shows part of the great desert which almost completely surrounds Los Angeles and the two and one-half million people which it mothers . . . just over those mountains in the distance.

It takes a lot of watts to carry a radio program out over those mountain tops . . . *at so much per watt.* And while the cactus and joshua trees may enjoy the programs, they haven't any purchasing power.

KFWB, with 1,000 watts, effectively covers the area it pays to cover . . . at a very economical figure. Are you interested in more details? Just write.



It must be nice, just for the glory of the thing, to reach out to every desert rat in the big open spaces around Los Angeles . . . but it must be expensive, too.

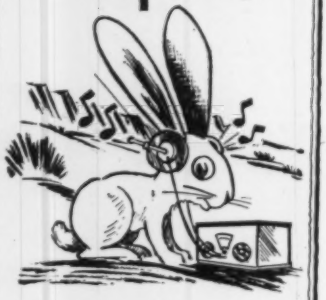
•

The metropolitan trading area of Los Angeles, the nation's fourth largest market, is a small pocket of land surrounded by snow-capped mountains, cactus covered desert and a very big and a very wet Pacific Ocean.

KFWB
LOS ANGELES, CALIFORNIA
Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS

METROPOLITAN LOS ANGELES: 50% of California's People . . . 1% of its Area.

Jack Rabbits or People?



KDYL

Eighty-two per cent of Utah's half million people live within the Salt Lake City trading zone—covered by KDYL.

•

The remainder of the state, 63,226 square miles, has an average of 1.43 persons per square mile, together with thousands of jack rabbits and sage brush stubbles.

•

If you want profitable coverage where the people live—use KDYL, because recognized surveys credit this station with 75% night time and 69% daytime popularity.

•

"THE *popular* STATION"

Salt Lake City Utah

an NBC Station

Representatives
GREIG BLAIR & SPIGHT, INC.
New York - Chicago
San Francisco - Los Angeles

High Fidelity—Radio's Next Step

(*Continued from page 15*)

produce the same signal. Then the signal from the undesired station 10 kilocycles removed and 200 miles distant at the 20 millivolt per meter contour of the desired station would be approximately 40 decibels less in intensity. This is approximately the noise level so that interference from stations with the adjacent channel separation recommended by the engineering division and natural noise would fall at about the same place. This is a very important conclusion and indicates that no wider frequency separation is needed between channels for high fidelity transmission and reception.

The high fidelity receiving set would need therefore a different characteristic than now accomplished. That is, it needs to be substantially flat to about 7 or 8 kilocycles and then rise rapidly in rejectivity to 10 kilocycles. This, unquestionably, could be accomplished by means of a band-pass filter.

Four Interference Sources

THERE ARE four sources of interference to the reception of high fidelity stations:

1. Man-made electrical noises and static.
2. Heterodyne or cross-talk from stations on the same channels.
3. Cross-talk, monkey chatter, and 10-kilocycle heterodyne from stations 10 kilocycles removed in frequency.

"Monkey chatter" is a term used to denote the beat of the side bands from an undesired carrier on adjacent frequencies with the desired carrier. This inverts the frequency. That is, a 7-kilocycle side band on an undesired becomes 3 kilocycles on a desired carrier. This becomes a source of interference when side bands above 5 kilocycles are transmitted. However, since the energy in the audio spectrum from 5,000 to 8,000 cycles is low and on any given frequency it would be very low. The interference from monkey chatter would be less than that from several other sources. Since high fidelity reception is limited to such a small band around a station, the high fidelity receiving sets should be so designed to operate in any location. This might be accomplished by providing either automatic or manual control for reducing the band width. By this means the receiving set could be rapidly adjusted to the conditions best suited to the reception of any particular station. In listening to distant stations, it is impossible to obtain high fidelity reception due to noise, cross-talk interference from the adjacent channel, but then the receiver could be made more selective for automatically reducing the noise, and heterodyne or cross-talk interference from stations on adjacent channels. However, the monkey chatter from the stations on adjacent channels would not be affected.

For high fidelity transmission it is necessary, as stated above, to transmit all frequencies at approximately from 50 cycles to 8,000 cycles within two decibels of constant. But, since the energy in the 8-kilocycle region is so low the carrier noise level (ripple, hum, tube noises, hiss, etc.) on the carrier transmitted must be reduced to appreciably less than now permissible under the present standards. Also, the amplitude distortion in the transmitter must be reduced materially or harmonics generated thereby would be greater than those from the musical instruments being reproduced and accordingly high fidelity reception would sound worse than if the receiver were limited in frequency range.

The question of volume range also becomes very important for high fidelity reception. In present broadcasting the programs are decidedly monitored or adjusted in volume increasing the low passage and decreasing high passages. This cannot be done if the full emotional element of the reproduction is to be retained.

The ratio of peak energy or volume to the minimum energy in a symphony orchestra is about 70 decibels or approximately 3,000 to 1. The better grade broadcast telephone line will not transmit this range of volume as the upper limit is limited by cross-talk with other line services and the minimum limit is due to natural noises on the line. Good broadcast lines have a volume range of approximately 40 decibels or 100 to 1 in volume. This phase must be corrected before the full emotional element of high fidelity volume range transmission is to be accomplished.

MICHIGAN SETS RECOVERY PACE FOR THE NATION
BY CARL MILLER
WASHINGTON BUREAU OF THE DETROIT NEWS
WASHINGTON, FEBRUARY 21
Michigan and the automotive industry carried off FIRST honors in January employment and payroll figures published by Secretary of Labor, Frances Perkins.
And WJR, MICHIGAN'S GREATEST ADVERTISING MEDIUM CARRIES OFF FIRST HONORS in reaching more families for a lower cost per advertising dollar than any other advertising medium in this market.
G. A. RICHARDS
MICHIGAN'S GREATEST ADVERTISING MEDIUM
WJR
THE GOODWILL STATION
FISHER BUILDING
DETROIT
10,000 WATTS
CLEARED CHANNEL
NBC BLUE NETWORK
Edward Petry & Co., National Advertising Representatives
New York
Chicago
Detroit
St. Louis
San Francisco
Atlanta

Summary and Conclusions

1. THE PRESENT broadcast frequency reproduction covers a range from approximately 100-150 to 3,000-4,000 cycles per second and the volume range is restricted to well below 40 decibels between high level and low. For high fidelity reproduction the frequency range should be from 50 to 8,000 cycles and the volume range well up into 70 decibels.

2. The present allocation will provide for high fidelity transmission and reception in so far as stations 10 kilocycles removed in frequency are separated by the mileage recommended by the engineering division of the Commission. (See Seventh Annual Report of the Federal Radio Commission, p. 21.). An increase in the channel width to 15 or 20 kilocycles would not materially benefit high fidelity broadcasting except in cases where the mileage separation on adjacent channels is less than the recommended, and as a great many stations would have to be deleted undoubtedly fewer people would be covered by such service.

3. Due to noise level and interference, high fidelity reception can be accomplished only if the field intensity is 10 to 20 millivolts per meter or greater, which falls within a radius of approximately 4 to 10 miles from a 1-kw. station of 15 to 40 miles from a 50-kw. station on the average.

4. For high fidelity transmission, the transmitter must be flat within 2 decibels from 50 to 8,000 cycles. The noise level (ripple, hum, tube noises, hiss, etc.) transmitted must be considerably lower than permissible under the present

standard. The amplitude distortion or generation of audio harmonics must also be appreciably lower. The volume range transmitted must be substantially increased over that now possible to transmit over present telephone lines.

5. The receiving set must have the same frequency response, absence of noise and distortion as the transmitter. In addition, either a manual or automatic device should be provided for reducing the side band response and accordingly the high frequency response as the signal decreases in intensity. If an automatic device is employed there should be a further manual control so that in case of low noise and adequate side channel separation, the advantages of high fidelity reception would be had even though the intensity was less than on the average required.

There are certain new developments now in process whereby it appears that some of the above features can be accomplished with greater ease and simplicity than for a long time was thought possible. This is especially true with respects to accomplishing the wide volume range necessary and also prevent over-modulation. If the transmitter is over-modulated in high fidelity transmission, the distortion therefrom becomes far more pronounced than at present. This is because the over modulation produces high frequency harmonics that are now lost. In all there are so many phases and considerations to high fidelity broadcasting that cannot be predicted even with reasonable accuracy so that no definite conclusion can be drawn as to all the requirements though the general principles are fairly well established.

As before stated, high fidelity transmission and reception is the next step in the improvement of technical broadcasting. There are many phases yet to be developed before such broadcasting is accomplished successfully and at present if the actual range were universally extended to 5 kilocycles in frequency and 40 decibels in volume range there would be a material improvement probably satisfactory to 80 or 90 per cent of the listeners.

"March of Time" Series To Be Halted Until Fall

CURRENT series of "March of Time" presentations, under the sponsorship of Remington-Rand, Inc., New York, ends on April 13, and it is not expected that the program will be renewed for the spring or summer months. Present sponsors in this policy agree with the publishers of *Time*, who quit the air during the summer when they paid for the series.

The news dramatizations have been so successful in helping Remington-Rand salesmen that it is expected the show will return to the air in the fall, though contracts cannot be signed for dates so far ahead. Batten, Barton, Durstine and Osborn is the agency.

AFTER AN ALL-NIGHT RIDE ON

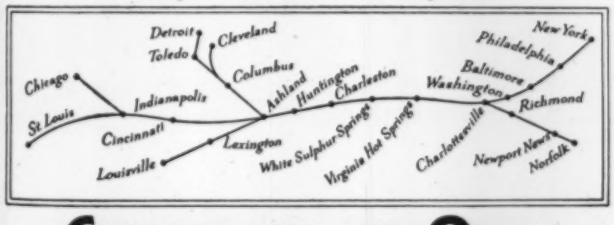
THE GEORGE WASHINGTON

THE SPORTSMAN THE F. F. V.

Genuine Air-conditioning All Year 'Round

Passengers feel fresh as a daisy when they get off Chesapeake and Ohio's through trains. Genuine air-conditioning cleanses the air, humidifies it, tempers it to springlike mildness, and keeps it gently circulating. No extra fare.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it



CHESAPEAKE AND OHIO

. . . . *When James Whitcomb Riley* wrote about "the juicy pies that she enjoyed to make, just for the visiting children's sake—out to Old Aunt Mary's," he was undoubtedly thinking of Hoosierdom's reputation for wonderful food and genuine wholesome hospitality.

How "Old Aunt Mary" Would Enjoy

(as do Thousands of Hoosier Housewives)

the Modern Personification of Hoosier Hospitality and Cooking Art.

"WKBF Kitchen of the Air"

featuring Mrs. R. E. Farrell, Indiana's outstanding authority on domestic science and home economics

Sponsored by eleven nationally-known producers of food products

Broadcast direct from a White House Conference Approved Model Kitchen

Each Monday, Wednesday and Friday
9:30 A. M., C.S.T.

One of the Many Features Building and Holding the Audience for

WKBF

IN INDIANAPOLIS

D. E. "Plug" Kendrick
General Manager

L. L. "Jake" Jaquier
Commercial Manager

INDIANA'S ONLY NBC OUTLET

National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago Los Angeles San Francisco

Tickle Geese Or Bring Them Down?

Perhaps geese like to be tickled, and perhaps so do your buying prospects. If they do, and you aim only to graze them, then WMT can't help you.

Any super-powered station can fire into your prospect flock with its scatter-gun at long-range. But WMT offers a concentrated field where this station speaks with authority.

The richest advertisers' hunting ground in Iowa, enriched remarkably by corn-loans and other recent government acts, composes WMT's primary area—which includes the greater percentage of Iowa's total retail sales.

A packing firm recently closed its first year over WMT with a 44.8 per cent consumer increase.* The company now has an option on its program until 1936.

*Details upon request.

WMT

"THE VOICE OF IOWA"

IN

WATERLOO

Plans Broadcasts For World's Fair

THE CENTURY of Progress Exposition at Chicago, reopening in May, will again be a focal point for network and station broadcasts, some of the former sponsors and some new ones staging their shows there, according to Stephen Trumbull, in charge of radio activities on the World Fair grounds. Mr. Trumbull, who formerly was the Chicago public relations director for CBS, has just concluded conferences with station and network managers and their engineers to work out details.

Broadcasts from the fair, according to Mr. Trumbull, are scheduled to start six weeks before the official opening day. The NBC and CBS networks and WGN and WLS, will maintain their own offices on the grounds, according to arrangements thus far made. Thirty pickup locations on the grounds will be used, requiring 500 miles of wire to connect with the central "patchboard" in the administration building.

All Chicago stations and the networks are already cooperating in publicizing the fair. One new broadcast feature will be the Ford Symphonic Orchestra, which will play daily from the band shell to be erected as part of the company's new $1,500,000 exhibit. Ipana has begun a contest to select "Miss Dental Personality" from three girls who will be given a free trip to the fair. Various other programs are yet to be scheduled.

Short wave amateur broadcasting will again have a prominent place in the Travel & Transport building under the direction of the World's Fair Radio Amateur Council. This will be in charge of F. J. Hinds, W9APY-W9WR, chairman, and L. H. Kehm, W9DDY, manager. Last year the call letters for the "ham" stations at the fair were W9USA for code and W9USB for voice, and the Radio Commission will be asked to issue these calls again.

Peter deLima Is Shifted To CBS Pacific Division

PETER deLIMA, former assistant to Ralph Wonders, manager of the Columbia Artists Bureau, is the second CBS executive to join the new commercial program division for the west coast, in Los Angeles. Associated with George McGarrett, also recently transferred to this growing division, deLima will assist in building, servicing and organizing radio programs, for origination in KHJ.

In a recent statement, Julien Field, director of the CBS commercial program division, describes the reasons for enlarging the west coast office: "With increasing frequency, the Columbia Broadcasting System seeks to apply Hollywood star power and its tremendous latent audience-appeal to commercial treatment. It will be the function of the west coast division to establish availability, to ascertain contractual obligations, to make available a reliable source of information—in short to provide a complete commercial service in this richly talented community."

Pushing Dill Bill

(*Continued from page 14*)

resulted in so much information being given me in the last few days as to what the subsidiaries are doing and as to the way the funds of A. T. & T. have been used that I am preparing a resolution to provide for an investigation of the A. T. & T., either by this committee or a subcommittee. I am inclined to think that it will be a good thing for the country to have full facts about this organization."

WLWL Seeks Reallocation

FATHER JOHN B. HARNEY, superior of the Missionary Society of St. Paul the Apostle, or Paulist Fathers, which operates WLWL, New York, appearing March 15, proposed an amendment under which 25 per cent of all radio channels would be reserved for religious and other so-called public uses. He asked that all present assignments on the air be declared null and void 90 days following the effective date of the act, and that the new commission reallocate all channels during that period with one-fourth going to religious, educational and similar agencies. He attempted to read a detailed statement condemning the Radio Commission, but was cut off by Chairman Dill, who said if that were done other stations having quarrels with the Commission would have to be given time and the Commission and opposing groups would have to be given opportunity to answer.

Inserted in the record was a letter from Judge Ira E. Robinson, former chairman of the Radio Commission, relating to the common carrier provision of the Dill bill. He suggested the measure be clarified, with respect to rates, declaring that apparently the provision was simply meant to exempt, for the present, broadcasters from regulation of rates.

A dozen other witnesses testified before the committee on other than broadcasting phases of the bill. Paul M. Segal, Washington attorney, as general counsel for the American Radio Relay League, submitted a letter relating to judicial reviews under the proposed legislation, pointing out that if such reviews are not afforded, a situation may arise which might endanger amateur operation.

POWER *and* PEOPLE

THE ADVANTAGE which WHAS enjoys as the largest broadcasting outlet nearest the center of population is one of the major factors in making this a key station for those who wish to cover the Middlewest at the lowest possible cost. Since the early days of radio WHAS has dominated the surrounding territory and, through its consistent policy of presenting only the best in entertainment, this station has become the "Old Standby" for millions of listeners throughout the Middlewest.

To assure the most certain response to your radio message insist that it be broadcast through—

WHAS

OWNED AND OPERATED BY THE COURIER-JOURNAL AND THE LOUISVILLE TIMES

50,000 WATTS—820 KILOCYCLES

Cleared Channel—Full Time

Represented Nationally By Edward Petry & Co.

New York — Chicago — Detroit — San Francisco

WFBG

ALTOONA, PA.

1310 kilocycles

100 watts

AVAILABLE FOR SPONSORSHIP

"Birthday Greeters" Program

Big Result Getter

Write Roy Thompson

"Voice of the Alleghenies"

WLBW Gets Stay Order Holding Up Erie Station; Four Pleas Are Denied

THE PETITION for a stay order filed by WLBW, Erie, Pa., to restrain the Radio Commission from making effective its decision authorizing a new local station in Erie asked by Leo J. O'Melian, was granted by the Court of Appeals of the District of Columbia March 19. Simultaneously the court denied four other petitions for stay orders or for rehearing. These were:

Motion for reconsideration filed by Don Lee Broadcasting System from Commission decision authorizing transfer of facilities of KTM and KELW to Evening Herald Publishing Co., Los Angeles (Hearst).

Petition for rehearing of WOQ, Kansas City, from decision ordering its deletion and awarding full time to WOQ.

Petition of Portland Maine Publishing Co. for stay order to restrain Commission from making effective a shift in frequency for WFEA, Manchester, N. H., to 1340 kc., for which frequency the newspaper had been an applicant.

Petition of KWG and KGDM, Stockton, Cal., for stay order from Commission decision authorizing new station at Modesto, Cal.

SHELL PETROLEUM Corp., St. Louis, has purchased several daily announcements for an intensive thirty-day campaign on stations in distributing centers. The account is handled by J. Walter Thompson, St. Louis.

Coals to Newcastle

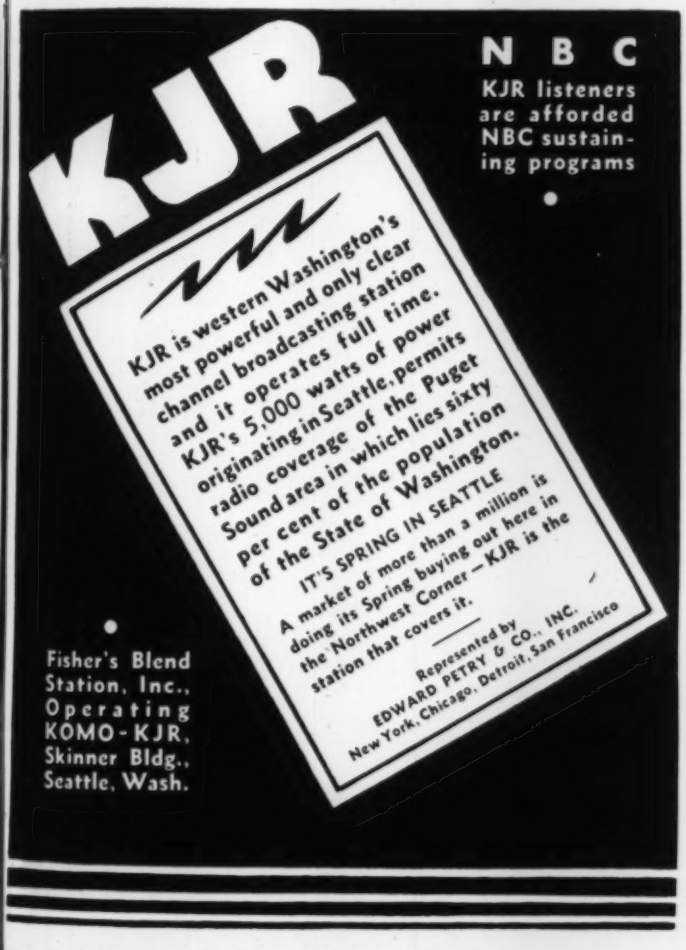
HAWAIIANS prefer Hawaiian music even to the Metropolitan Grand Opera, according to John J. Signer, assistant engineer of KGU, Honolulu, who has been visiting in California. And the white residents of the islands, as well as the Japanese, Filipinos and Chinese always vote for the native tunes in every listener survey. The most popular radio personalities are Lawrence Tibbett, Richard Crooks and Paul Carson, NBC organist in San Francisco, said Mr. Signer.

Fight Copeland Bill

(*Continued from page 7*)

America, in a bulletin issued during March, said it could no longer "consistently oppose the passage" of the legislation in its latest revised form. It made the reservation, however, that this does not imply unqualified endorsement of the bill.

The AFA pointed out that when the original measure was introduced it was not satisfactory in that it did not provide the necessary safeguards. The latest revision, however, it said, "seems to meet all the objections which were made to the original bill." Aside from the advertising provisions, the bulletin stated, there may be features in the bill which are unjust or unwise, but the AFA "does not consider it within its province to pass upon them."


KJR
N B C
KJR listeners are afforded NBC sustaining programs
KJR is western Washington's most powerful and only clear channel broadcasting station and it operates full time. KJR's 5,000 watts of power originating in Seattle, permits radio coverage of the Puget Sound area in which lies sixty per cent of the population of the State of Washington.
IT'S SPRING IN SEATTLE
A market of more than a million is doing its Spring buying out here in the Northwest Corner — KJR is the station that covers it.
Represented by EDWARD PETRY & CO., INC. New York, Chicago, Detroit, San Francisco
Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

EVERYWHERE!

There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

**In Canada, through the Canadian Pacific Railway Telegraphs*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

ACTIONS OF THE
FEDERAL RADIO COMMISSION

MARCH 16 TO MARCH 30 INCLUSIVE

Applications . . .

MARCH 16

WDRC, Hartford, Conn.—CP to make changes in equipment and increase power from 1 kw. to 1 kw., 2½ kw., LS.

WWSW, Pittsburgh—CP to change transmitter site, exact location to be determined; make changes in equipment; change frequency from 1500 to 890 kc.; increase power from 100 w., 250 w., LS, to 250 w., 500 w., LS (facilities of WMMN).

WNRA, Muscle Shoals City, Ala.—Voluntary assignment of license to Muscle Shoals Broadcasting Corp.

KBTM, Jonesboro, Ark.—Modification of CP granted 11-21-33 to move transmitter and studio from Paragould, Ark., to Jonesboro, Ark., and install new automatic frequency control, for extension of completion date to 5-2-34.

KSO, Des Moines—Modification of license to change frequency from 1370 to 1320 kc. and change power from 100 w., 250 w., LS, to 250 w.

KFGQ, Boone, Ia.—Modification of license to change frequency from 1310 to 1370 kc.

KFIZ, Fond du Lac, Wis.—Modification of license to change frequency from 1420 to 1310 kc.

WCFL, Chicago—Modification of CP granted 5-27-32, to extend completion date to 9-1-34.

KFBL, Everett, Wash.—Voluntary assignment of license to Lee E. Mudgett.

KVI, Tacoma, Wash.—Modification of license to increase power from 500 w. to 500 w., 1 kw., LS.

KGW, Portland, Ore.—CP to increase power from 1 kw. to 1 kw., 2½ kw., LS and make changes in equipment.

KFBK, Sacramento, Cal.—CP to move transmitter to near Sacramento, exact location to be determined; make changes in equipment; change frequency from 1310 to 1490 kc. and increase power from 100 w. to 5 kw.

KGHF, Pueblo, Col.—CP to make changes in equipment and increase power from 250 w., 500 w., LS, to 500 w.

Applications returned: NEW, F. N. Pierce, of Taylor, Tex.—CP to erect new station on 1380 kc., power, 100 w., unlimited time; WLBC, Muncie, Ind.—License to cover CP granted 10-10-33 to make changes in equipment and increase power from 50 w. to 50 w., 100 w., LS; KVL, Seattle—CP to move transmitter and studio locally.

NEW, First National Television, Inc., Kansas City, Mo.—CP for new experimental broadcast station, 1530 kc., 1000 w., unlimited hours.

KIFS, Portable—License to cover CP for broadcast pickup station; 1622 and/or 2150 kc., 50 w.

NEW, Robert Lowell Burch, Salem, Ore.—CP for experimental broadcast station; 1530 kc., 500 w.; time of operation: Monday, Wednesday, Saturday, 4:30 a. m. to 2 a. m.; Tuesday, Thursday, Friday, Sunday, 7:45 to 12:45 a. m.

MARCH 18

WLEY, Lexington, Mass.—CP to install new equipment.

NEW, Clarion Broadcasting Co., Inc., Clarion, Pa.—CP to operate on 850 kc., 250 w., D.

KGKO, Wichita Falls, Tex.—Special experimental authorization to increase power from 250 w., 500 w., LS, to 500 w., 1 kw., LS; amended to change frequency from 570 to 1380 kc. and change time of special experimental authorization for period ending 9-1-34 instead of 3-1-34.

WLBC, Muncie, Ind.—License to cover CP granted 10-10-33 to make changes in equipment and increase power from 50 w. to 50 w., 100 w., LS; amended to complete all sections of application form.

KSOO, Sioux Falls, S. D.—License to cover CP granted 1-23-34 to move transmitter and make changes in equipment.

NEW, Northern California Amusement Co., Inc., Yreka, Cal.—CP to operate on 1500 kc., 100 w., and unlimited time.

Applications returned: WGAR, Cleveland—Modification of license to change frequency from 1450 to 1180 kc. (facilities of WINS and WDGY); NEW, Harold J. Dunshee, Des Moines, N. Mex.—CP to operate on 1500 kc., power of 3 w., and limited time.

MARCH 22

WTAG, Worcester, Mass.—License to cover CP granted 1-6-34 to increase power and make changes in equipment of auxiliary transmitter.

WEVD, New York—Modification of license to change time of operation from sharing with WBBR, WFAB and WHAZ to unlimited (facilities of WBBC, WLTH, WARD and WCFW).

KYW, Philadelphia—Modification of CP granted 10-27-33 to move transmitter to Joshua Rd., Whitemarsh Township, Pa., and studio, and make changes in equipment.

KRGV, Harlingen, Tex.—CP to move studio and transmitter from Harlingen to Weslaco, Tex.

WKBF, Indianapolis—Modification to increase hours of operation from 12 midnight to 2 a. m.; amended to request unlimited time (facilities of WBAA).

WDGY, Minneapolis—CP to increase power from 1 kw. to 1 kw., 2½ kw., LS; make changes in equipment; and change time of operation from limited to unlimited.

WIBA, Madison, Wis.—Extension of special experimental authorization to operate with additional power of 500 w., night, for period ending 10-1-34.

KVL, Seattle—CP to move transmitter and studio locally; amended to complete all sections.

Applications returned: NEW, C. C. Morris, Ada, Okla.—CJ to operate on 1200 or 1210 kc., power of 100 w., unlimited; NEW, Abraham Shapiro, Astoria, Ore.—CP to operate on 1370 kc., power of 100 w., unlimited time.

NEW, National Broadcasting Co., Inc., portable and mobile—CP for new general experimental station, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000 kc., 1 w.; also license to cover CP.

NEW, Pioneer Mercantile Co., Bakersfield, Cal.—CP for new experimental broadcast station, 1550 kc., 1000 w., unlimited.

MARCH 24

NEW, Joseph Pappalardo, Methuen, Mass.—CP to operate on 1120 kc., 500 w., D.

WMAL, Washington—CP to install auxiliary transmitter.

WMPC, Lapeer, Mich.—Modification of license to change frequency from 1500 to 1200 kc.

WIBM, Jackson, Mich.—Modification of license to change time of operation from specified hours to unlimited.

WJBK, Detroit—Modification of license to change frequency from 1370 to 1500 kc., and change time of operation from specified hours to unlimited.

WJBO, Baton Rouge, La.—Modification of CP granted 12-22-33 to extend commencement date to 10-1-34 and completion date to 2-1-35.

NEW, D. J. Burton and L. C. Davis, Temple, Tex.—CP to operate on 990 kc., 200 w., D.; amended to request 250 w.

WRJN, Racine, Wis.—License to cover CP granted 2-27-34 to make changes in equipment.

Applications returned: WMAZ, Macon, Ga.—Modification of license to change power from 500 w., to 500 w., 1 kw., LS, and time of operation from limited to unlimited; NEW, Frank M. King, Mobile, Ala.—CP to operate on 1380 kc., power of 500 w., 1 kw., LS, unlimited time (facilities of WODX).

MARCH 28

WHN, New York—Extension of special experimental authorization to operate with power of 1 kw. from 1 a. m. to LS and change equipment for period ending 4-30-34.

WKOK, Sunbury, Pa.—Consent to voluntary assignment of license to Sunbury Broadcasting Corp.

KMLB, Monroe, La.—CP to install new equipment.

KOL, Seattle—Special experimental authorization to operate on 660 kc. instead of 1270 kc. for 6 months; also CP to move transmitter locally, increase power from 1 kw. to 1 kw., 2½ kw., LS, change frequency from 1270 to 660 kc., and install new equipment (facilities of KGA).

KPJM, Prescott, Ariz.—License to cover CP granted 12-19-33 to move transmitter and studio locally and make changes in equipment.

KEX, Portland, Ore.—CP to move transmitter in Portland and install new equipment.

KPCB, Seattle—Special experimental authorization to operate on 710 kc. with power of 250 w., unlimited time for period ending 8-1-34.

KPCB, Seattle—Authorization to install automatic frequency control; also CP to install new equipment, change frequency from 650 kc. to 710 kc., increase power from 100 w. to 250 w., and change time of operation from limited to unlimited.

MARCH 29

WMAZ, Macon, Ga.—Modification to change power from 500 w. to 500 w., 1 kw, LS, and change operation from limited to unlimited; amended to omit change in power.

WRAM, Wilmington, N. C.—Modification of CP to change corporate name to Durham Radio Corporation.

WSPA, Spartansburg, S. C.—CP to move transmitter, change frequency 1420 to 920 kc., change time from unlimited to D.; increase power from 100 w., 250 w., LS, to 2½ kw, D.; amended to request D. power of 1 kw. and changes in equipment.

NEW, Richard Austin Dunlea, Wilmington, N. C.—CP to operate on 1370 kc., power 100 w., D.

NEW, Charles Dixon Gentsch, Greensboro, N. C.—CP to operate on 1440 kc., power of 500 w., 1 kw., LS, unlimited time and facilities of WBIG.

KTRH, Houston, Tex.—Extension of special experimental authorization to operate on 630 kc. with power of 500 w., 1 kw., LS, for period ending 10-1-34.

Applications returned: WRGA, Rome, Ga.—Modification of license to change call from WFDV to WRGA; also CP to move studio and transmitter locally; NEW, Anna Unger, Brooklyn—CP to operate on 1400 kc., power of 500 w., shares with WVFW, WBBC and WLTH (facilities of WARD); NEW, William R. Lowery, San Francisco.—CP to operate on 930 kc., power of 500 w., share with KROW (facilities of KFWI).

MARCH 30

WMEX, Chelsea, Mass.—Modification of CP granted 12-5-33 to erect new station for extension of completion date to 5-5-34.

KOTN, Pine Bluff, Ark.—Modification of CP granted 12-22-33 for approval of transmitter and studio location at Hotel Pines, Pine Bluff, Ark.; also license to cover CP granted 12-22-33 for a new station to operate on 1500 kc., 100 w., D.

WPTF, Raleigh, N. C.—Modification of CP granted 6-9-33 to make changes in equipment.

NEW, C. C. Morris, Ada, Okla., CP to operate on 1200 kc., with power of 100 w. D.; amended to complete all sections.

WEED, Greenville, N. C.—CP to move transmitter and studio to Rocky Mount, N. C.

WDBO, Orlando, Fla.—Special experimental authorization to use power of 500 w., 1 kw., LS.

KFOX, Long Beach, Calif.—Authority to determine operating power by direct measurement of antenna power.

Decisions . . .

MARCH 16

WRHM, Minneapolis—Granted CP to move transmitter locally from near Fridley to Richfield, Minn.

KYW, Philadelphia—Granted modification of CP to extend completion date from 2-27-34 to 10-27-34.

KERN, Bakersfield, Cal.—Granted modification of license to change frequency from 1200 kc. to 1370 kc.

WBBX, New Orleans—To operate on 1200 kc., 100 w., sharing time equally with WJBW beginning April 1 and extending pending decision on applications now pending affecting this station (WBBX), but not later than June 1.

Set for hearing: NEW, Tri-State Radio, Inc., Washington, Pa.—CP 1200 kc., 100 w., share with WHK (facilities of WNBO, Silver Haven, Pa.); NEW, Victor Beverly Pitts, Raton, N. M.— CP (amended and resubmitted) 1500 kc., 100 w., specified hours; NEW, First National Television, Inc., Kansas City, Mo.—CP (experimental broadcast), 1530 kc., 1 kw., unlimited; KPTL, Salem, Ore.—CP (experimental broadcast), 1530 kc., 500 w., specified hours.

WPGC, So. Schenectady, N. Y.—Granted modification of license to change frequency from 1534 to 1658 kc., and change power from 1 kw., D. 500 w. night, to 5 kw. D. 1 kw. night.

WMCA, New York (Ex. Rep. 535)—Dismissed application for special authorization to use 500 w. additional power experimental, sustaining Examiner Hill.

WSYR, Syracuse, N. Y.—Denied application for CP to increase power from 250 to 500 w. and to operate unlimited time on 570 kc.

The Commission en banc will hear oral argument on April 18 in re Examiner's Report No. 537. KFAC, Los Angeles, seeks to operate unlimited time on 1300 kc., with 1 kw. power instead of half time.

KLCN, Blytheville, Ark.—Granted regular renewal license dated from March 10.

NEW, Western Pennsylvania Broadcasting Co., Greensburg, Pa.—CP, 800 kc., 250 w., D. hours, heretofore set for hearing, dismissed at request of applicants.

KWCR, Cedar Rapids, Ia.—Granted special temporary authority to operate on 1430 kc., 250 w., for a period ending at commencement of program tests, but not later than July 1.

WGST, Atlanta, Ga.—Granted special temporary authority to operate with reduced D. power of 500 w. for period of 10 days.

MARCH 23

WCFL, Chicago—Granted CP for 250-w. composite auxiliary transmitter.

KGHI, Little Rock, Ark.—Granted license covering local move of transmitter and studio.

WSOC, Charlotte, N. C.—Granted license covering new equipment and increase in D. power; 1210 kc., 100 w. night, 250 w. D., unlimited time.

KTUL, Tulsa, Okla.—Granted consent to voluntary assignment of license to Tulsa Broadcasting Co., Inc.

WWVA, Wheeling, W. Va.—Granted license covering auxiliary transmitter, for emergency purposes only.

KLRA, Little Rock, Ark.—Granted modification of license to use auxiliary tube in conjunction with interlocking switch.

WMBD, Peoria, Ill.—Granted authority to install automatic frequency control.

WCFL, Chicago—Granted modification of CP extending completion date to 9-1-34.

KMBC, Kansas City, Mo.—Granted modification of CP to extend completion date from April 5 to May 5.

KWWG, Brownsville, Tex.—Extended temporary authority to remain silent from April 1, pending decision of Commission upon certain applications affecting the status of KWWG, but not later than June 1.

Set for hearing: WLBF, Kansas City, Kans.—Modification of license to change frequency from 1420 kc. to 1310 kc.; WFAS, White Plains, N. Y.—Special experimental authority to operate simultaneously with WJBI, sharing as in regular hours with WGBB and WGNY, commencing April 1, for period of 30 days; WJBI, Red Bank, N. J.—Special experimental authority to operate simultaneously with WFAS, sharing as before with WGBB and WGNY, commencing April 1, for period of 30 days.

WHAD, Milwaukee—Application set for hearing and temporary license granted, subject to such action as the Commission may take on pending application for renewal.

NEW, Harold F. Gross, M. B. Keeler, Capital City Broadcasting Co., Lansing, Mich.—Granted application to operate on 1210 kc., unlimited time, sustaining former Examiner Pratt. Effective March 30.

NEW, Herman Radner, Lansing, Mich. (Ex. Rep. 479)—Denied application for new station at Lansing, Mich., to operate on 1210 kc., unlimited time, sustaining former Examiner Pratt. Effective March 30.

NEW, The State Journal Co., Lansing, Mich. (Ex. Rep. 536)—Denied CP to operate on 1210 kc., 100 w. night, 250 w., LS, unlimited time, sustaining Examiner Walker.

KGIR, Butte, Mont. (Ex. Rep. 505)—Granted application for modification of license changing frequency from 1360 kc. to 1340 kc., sustaining Examiner Walker. Effective April 20.

NEW, Herbert H. Fette, Meriden, Minn. (Ex. Rep. 534)—Denied application to operate on 1310 kc., 100 w. power during D., sustaining Examiner Walker. Effective March 30.

KGDE, Fergus Falls, Minn.—Granted renewal of license to operate on 1200 kc., 100 w., night, 250 w., LS, unlimited time, sustaining Examiner Walker. Effective March 30.

KFPY, Spokane, Wash. (Ex. Rep. 507) Granted modification of license to change frequency from 1340 to 890 kc., using the same power, 1 kw., unlimited time, sustaining Examiner Walker. Effective April 20. (Commissioner Lafount not voting.)

KSEI, Pocatello, Idaho—Denied modification of CP and modification of license to change frequency from 900 to 890 kc., sustaining Examiner Walker.

WPGE, City of Shreveport, La.—CP for new station retired to closed files for want of prosecution.

WSPA, Virgil V. Evans, Spartansburg, S. C.—Granted petition for restoration to docket of application defaulted on March 7. This application seeks CP to change frequency from 1420 to 920 kc., and to increase power from 100 w. night to 250 w. LS to 2½ kw., D. only.

WHP, Harrisburg, Pa.—Granted special temporary authority to operate special hours from March 12 until such time as station WBAK resumes operation on 1430 kc., but not later than May 1.

WSXO, Cincinnati—Granted special experimental authority to operate with 500 w. from 6:30 a. m. to 1 a. m., call WLW, from March 21 to April 3.

MARCH 27

KLMB, Monroe, La.—Granted CP to make changes in equipment.

WBBZ, Ponca City, Okla.—Granted extension of temporary authority to operate station on 1200 kc., 100 w., unlimited time, from April 1 to June 1, pending action by Commission on application for consent to involuntary assignment of license.

WDAH, El Paso, Tex.—Granted special temporary authority to use transmitter of KTSM for 30 days while transmitter is being moved locally.

KFQD, Anchorage, Alaska — Extended license on temporary basis only, pending receipt and action on application for renewal; temporary license to be issued for term beginning March 27 and ending Sept. 1.

WSBT, South Bend, Ind.—Granted renewal of license on a temporary basis subject to such action as the Commission may take on licensee's pending application for renewal.

KWWG, Brownsville, Tex.—Granted renewal of license on a temporary basis subject to such action as the Commission may take on licensee's pending application for renewal.

Set for hearing: KSO, Des Moines—Modification of license to change frequency from 1370 to 1320 kc., increase power from 100 w., night, 250 w., LS, to 250 w., unlimited hours; KFGQ, Boone, Ia.—Modification of license to change frequency from 1210 to 1370 kc.

WJTL, Oglethorpe, Ga.—Granted special temporary authority to operate without an approved frequency monitor for not longer than 15 days from March 24.

Examiners' Reports . . .

WDBJ, Roanoke, Va.—Examiner Hill recommended (Report 543; Docket 2220) that increase in night power from 250 to 500 w. be affirmed despite protest of WMBG, Richmond, Va.

WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; and WTEL, Philadelphia—Examiner Walker recommended (Report 544; Dockets 2226, 2239 and 2245) that WGAL be granted authority to change from 1310 to 1500 kc. and increase hours of operation from sharing with WRAW to unlimited on 1310 kc.; that WRAW be permitted to increase time to unlimited on 1310 kc. with 500 w.; and that application of WTEL for transfer from 1310 to 1500 kc. with unlimited time be denied with prejudice.

Ted E. Sherdeman Joins Stack-Globe; To Produce Schlitz Brewing Feature

TED E. SHERDEMAN on March 19 joined the Stack-Goble Advertising Agency, Chicago, as its radio production manager, after resigning as production man at the Chicago NBC studios. The Schlitz Brewing Co. program, which is Sherdeman's own copyrighted idea and will be written and produced by himself, will be his first important production job for this agency. The program is scheduled to start April 13 over a 44-station network of the CBS, to be presented Tuesdays, 9-9:30 p. m., CST.

Among the many unusual features from both the trade and program angle of the series, details of which will be announced later, is one particularly interesting to the trade—the Schlitz Brewing Co. bought the program without asking for an audition, believing from its presentation that it is the "greatest radio idea that has yet been presented on the air."

Mr. Sherdeman, since entering radio in 1923, has been an announcer, musician, writer, actor, and creator and producer of program ideas. Also, during his varied career, he has spent two years as a newspaperman and one year with an advertising agency. His experience includes work with both the NBC and CBS networks.

White Star Refining Co. Signs for Tigers' Games Over Michigan Network

WHITE STAR REFINING CO., Detroit, has contracted for sponsorship of the Detroit Tigers' baseball games for the 1934 American League season, using the Michigan network comprising WXYZ, Detroit; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD, Grand Rapids; WFDF, Flint, and WBCM, Bay City. This was announced March 26 by H. Allen Campbell, director of sales of Kunsky-Trendle Broadcasting Corp.

Only the home games will be broadcast, totaling 77, and they include Saturday, Sunday and holiday contests.

This is the first time in the history of Detroit baseball that Frank Navin, owner of the Detroit club, has permitted commercial sponsorship, although during the last 11 years, he has permitted the broadcasting of games as sustaining entertainment. The White Star Refining Co. plans to tie-in dealer merchandizing schemes with this comprehensive radio campaign. The agency is Batten, Barton, Durstine & Osborn, Chicago.

KFPY Changes Wave

KFPY, Spokane, Wash., on March 23 was granted a shift in frequency from 1340 to 890 kc., with its present power of 1 kw., unlimited time, by a decision of the Radio Commission sustaining the recommendation of Examiner Walker. The transfer becomes effective April 20. Simultaneously, the Commission denied an application of KSEI, Pocatello, Idaho, for a shift from 900 to 890 kc., sustaining Mr. Walker.

1500-1600 kc. Hearing Scheduled for April 4

APRIL 4 has been set as the hearing date, before the Radio Commission sitting en banc, on the applications for seven stations in the recently opened broadcast band between 1500 and 1600 kc. Each of the applicants must show a definite program of research, as well as qualify financially. The applications scheduled for hearing are from the *Waterbury* (Conn.) *American*; Unity School of Christianity, Kansas City; First National Television, Inc., Kansas City; Robert L. Burch, Salem, Ore.; and Pioneer Mercantile Co., Bakersfield, Cal., each asking for 1530 kc., with John V. L. Hogan, Long Island City, N. Y., seeking 1550 kc., and Fred W. Christian, Jr., and R. W. Whiston, Marco, Cal., asking for 1570 kc. Each wants 1 kw. power full time, except the Oregon applicant who asks for 500 watts part. The application filed by Leo M. Kennett, manager of WSBT, South Bend, Ind., for 1530 kc. at Indianapolis has been voluntarily dismissed at his request.

CITRUS SOAP CO., San Diego, has started "Crazy Quilt" twice a week over KNX, Hollywood. The fun-fest type of program features Lindsay MacHarrie, former KHJ production manager, and Elvia Ellman, comedienne. Earnshaw-Young, Inc., Los Angeles, handles the account which may later be extended to other stations via transcriptions.

More Get Robin Hood

CENTRAL SHOE Co., St. Louis (Robin Hood Shoes), has added KLZ, Denver, and WFAA, Dallas, to its large list of stations carrying the twice weekly "Robin Hood" transcriptions. The series runs for an indefinite period, and the account is handled by Jimm Daugherty, Inc., St. Louis.

A SPECIAL hookup of three metropolitan New York stations—WINS, WNEW and WBNX—was formed March 16 to carry "Believe It or Not" Ripley's special broadcasts to the world, done in 10 different languages, which were also relayed via W2XAF and W2XAD, Schenectady.

TOWERS OF WOOD

Spliced Poles to 200'
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Full Price Range

JOSLYN MFG. & SUPPLY COMPANY
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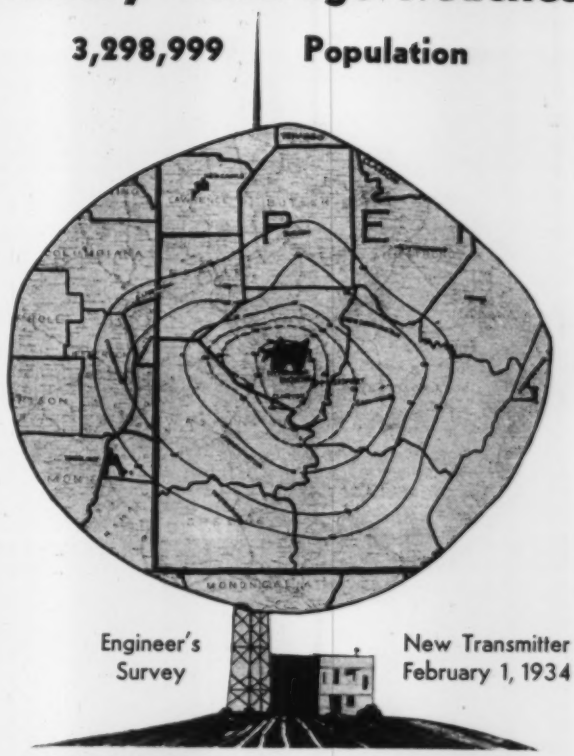

WCAE, Incorporated
PITTSBURGH, PA.

Press-Radio Situation Developments

(*Continued from page 11*)

headquarters in the Earle Bldg., Washington. The Washington staff includes Cecil Owen, formerly with the U. P., *Washington Herald* and CBS News Service, as news chief; Frank Connor, Jr., University of Wisconsin graduate, formerly with the CBS News Service; Thomas McNamara, formerly with Indiana newspapers and with the NBC publicity department in New York; Wallace Werble, formerly with CBS News Service; Grace Owen, rewrite, and Gus C. Owens, communications manager.

Mr. Kruckman, who is described in *Who's Who* as a former Spanish American and World War correspondent and as having been identified with various aeronautical organizations, stated that his service has a bureau at 55 E. 93rd St., New York, with John Douglas Gordon, formerly of the *New York World*, in charge. In Los Angeles, he said, he has taken over the news bureau of KFI, headed by Jose Rodriguez, who has four men on his staff. In Detroit, J. Saiyer is the correspondent, and there are 70 string correspondents.

Distribution is also by teletype and overhead wire, with sub-bureaus said to be feeding news from Spokane, Tacoma, Portland, Seattle, Houston and Coffeyville, Kan. Negotiations are under way, Mr. Kruckman stated, to purchase an international news service to be added by April 1. Eleven stations, including two that are newspaper-owned, are buying the service, rates being based on local population.

One other service is reported to be forming, called the "Radio News Service of America, a subsidiary of the International Radio News Alliance." Its head is Ivan Johnson, formerly connected with another radio news-gathering venture on the Pacific coast. Its stationery gives its headquarters as 260 E. 161st St., New York, which is the address of WBNX.

Mr. Johnson has sent out a letter stating that tests in the short wave transmission of news reports would be conducted over WEEW, the short wave station operated at New York by the American Radio News Corp., a Hearst subsidiary. He stated he proposes to furnish 5,000 words of news daily. His connection with the Hearst station is vague, but is understood to be simply one of renting its facilities. He has also applied to the Radio Commission for experimental short wave channels over which to broadcast news, and a hearing on his application has been set for April 11.

While the independent newsgatherers were going forward with their plans, unverified reports were current that the press associations are laying the groundwork for court action against them and against radio stations alleged to be carrying news "stolen" from newspaper columns. The independents all deny that they are getting their news in any way except through their own staffs, and their executives said they are prepared to meet any such litigation.

Commission Moves Soon

REMOVAL of the Federal Radio Commission's quarters to the new Post Office Department building, where it will occupy the sixth, seventh and eighth floors, will take place in latter April or early May, according to Herbert L. Pettey, Commission secretary. The offices will be air-conditioned, and they join immediately upon the new Interstate Commerce Commission building. The Post Office Department building is on Pennsylvania Avenue between 12th and 13th Sts.

"Man in the Automobile"

A UNIQUE series of broadcasts, in which a roving announcer halted motorists to question them before the microphone about their reactions to certain traffic problems, was conducted in March by WBT, Charlotte, N. C., with the cooperation of local police. Here is Gray Cole, WBT news reporter, interviewing a motorist at the wheel during a terrific rainstorm, which accounts for the bandaged mike and the photo distortions.

Radio Engineers Meet

RECENT developments in many varied fields of technical radio will be discussed by outstanding radio scientists at the joint meeting of the Institute of Radio Engineers and the American Section, International Scientific Radio Union, in Washington April 27 at the National Academy of Sciences building. Among the speakers scheduled are C. R. Kilgore, I. E. Mouromtseff and H. N. Kozanowski, Westinghouse; F. B. Llewellyn, C. E. Fay and A. L. Samuel, Bell Laboratories; Col. W. A. Steel, Canadian Radio Commission; E. F. W. Alexanderson, General Electric; B. Trevor, R. W. George and H. O. Peterson, RCA; T. R. Gilliland and K. A. Norton, Bureau of Standards; J. T. Henderson, Canadian National Research Council; L. V. Berkner and H. W. Wells, Carnegie Institution; H. M. Turner, Yale University; G. E. Pray, Army Signal Corps; F. W. Cowan, E. L. Chaffee and C. N. Kimball, Harvard.

WSGN Covers Big Fire In Birmingham, Rouses Extra Police, Firemen

SEVEN hours of continuous broadcasting by WSGN, formerly WKBC, Birmingham, brought Alabama listeners the shouts of men, the crash of falling walls, the appeals for volunteer fighters in the $3,000,000 blaze that swept through a city block of the downtown area March 4.

"Our remote control lines were on the scene ten minutes after the alarm was sounded," said Steve Cisler, manager. "Birmingham police and fire departments used our microphone to report for duty. First aid workers called for food and hot coffee. Listeners were asked to stay away from the scene of the fire, but to no avail, if one is to judge by the huge crowds that arrived as the broadcast description continued.

"Our microphone was on the inside of the fire lines when the walls of the four story building of the Loveman Department Store came crashing down. The noise carried through the shouts of the crowd, the clang of ambulance gongs, and the police whistles. Our broadcast scooped the other local stations by several hours and we were the only one broadcasting direct from the fire scene.

"The Monday papers carried a column of comment in which radio was charged with 'inadequacy of news coverage.' It so happened that as the walls came down the local papers' extras were being sold in the crowd with the headlines and the assertion that the entire fire was under control and damage was limited to smoke and water."

New Crystals Account

CARLSBAD CRYSTALS SALES Co., Chicago (Carlsbad Crystals) has started an intensive radio campaign in the Chicago and Detroit areas using a half hour seven nights weekly on KYW and WJJD, Chicago, respectively, and extending the broadcasts by telephone lines to WJR, Detroit, on three nights. The talent used is Gene Dennis. Account is handled by Schwimmer & Scott, Chicago.

PROFESSIONAL DIRECTORY

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FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
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66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Help Wanted

Wanted experienced announcers and salesmen. Drawing account, liberal commission, full time station, city 400,000. WSGN, Birmingham.

Situations Wanted

Former manager full-time network affiliate, with five years' broadcasting experience, desires connection in executive, sales or other capacity (any location). Full details and references upon request. Box 170, BROADCASTING.

Broadcast operator—Thoroughly experienced. Reliable. Age 25. References. Box 171, BROADCASTING.

WORLD DAILY PROGRAM SERVICE

Now on the air!

WAPI Birmingham, Ala.
KUOA Fayetteville, Ark.
KFPW Fort Smith, Ark.
KIEM Eureka, Cal.
KLX Oakland, Cal.
KNX Los Angeles, Cal.
KGHF Pueblo, Colo.
WTIC Hartford, Conn.
KVOR Colorado Springs, Colo.
WQAM Miami, Fla.
WRUF Gainesville, Fla.
WMAZ Macon, Ga.
WCOA Pensacola, Fla.
WTFI Athens, Ga.
WJBL Decatur, Ill.
WHBF Rock Island, Ill.
WTAD Quincy, Ill.
WLBC Muncie, Ind.
WTAX Springfield, Ill.
WBOW Terre Haute, Ind.
WGN Chicago, Ill.
WGBF Evansville, Ind.
WOC-WHO Des Moines, Ia.
WMT Waterloo, Ia.
KGGF Coffeyville, Kan.
KWKH Shreveport, La.
WEEI Boston, Mass.
WTAG Worcester, Mass.
WEBC Duluth, Minn.
CKLW Detroit, Mich.
WQBC Vicksburg, Miss.
WAML Laurel, Miss.
KMBC Kansas City, Mo.
KWK St. Louis, Mo.
KGBX Springfield, Mo.
KFBB Great Falls, Mont.
KGVO Missoula, Mont.
KFAB Lincoln, Neb.
KOIL Omaha, Neb.
KGGM Albuquerque, N. M.
WOR New York, N. Y.
WGR Buffalo, N. Y.
WFBL Syracuse, N. Y.
WHAM Rochester, N. Y.
WSJS Winston-Salem, N. C.
WCKY Cincinnati, O.
WHK Cleveland, O.
WAIU Columbus, O.
WSPD Toledo, O.
WIS Columbia, S. C.
WEEU Reading, Pa.
WFBC Greenville, S. C.
WCSC Charleston, S. C.
WOPI Bristol, Tenn.
WNOX Knoxville, Tenn.
WLAC Nashville, Tenn.
WDAG Amarillo, Tex.
WRVA Richmond, Va.
WDBJ Roanoke, Va.
WEHC Charlottesville, Va.
KXRO Aberdeen, Wash.
KOMO Seattle, Wash.
WSOC Charlotte N. C.

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